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MEN'S WEAR REVIEW.

JANUARY : 1913

THE MACLEAN PUBLISHING COMPANY LIMITED

PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO

SUBSCRIPTION PRICE $1,00 A YEAR

Success
COLLARS
MADE IN CANADA
COLLARS
Here is the Success "Strathcona"—
a good comfortable Double-band collar—
well made and well finished.
This is the big steady seller—It is the
popular line. Made to retail at 2 for 25c.
Ask your Wholesaler to show you the
complete Success line.
The Canadian Converters Co.,
Limited
Montreal
-2

Cost or Selling Price?

A Dry Goods Merchant writes:
"Would it be advantageous for a merchant in taking an inventory, to have a knowledge of the total selling price of the merchandise which is on hand, as well as the cost?"

This is a question which will be of deep interest to every retail Dry Goods Man at the present time. There are many points in connection with this problem which are worthy of close consideration.

What is your opinion?

For the best practical replies to this question The Review will pay from $2 to $5 each.

All replies must be in by Feb. 8th. Address Editor Dry Goods Review, 143 University Avenue, Toronto.

Modern Store's Aggressive Policy

Quality is the main plank in the buying policy of A. M. Laidlaw, Peterborough —Publicity campaign is conducted on progressive lines—Store is well equipped in every respect.

QUALITY is the main plank in the buying platform of A. M. Laidlaw, men's furnisher, of Peterborough, Ontario. The buying end of the business is governed on that basis, every effort being made to stock up in the best lines. Quality of material, workmanship, pattern and finish is the first consideration. It has been found that it is always possible to secure the extra price when extra quality is offered. That the intelligent buyer regards price as a secondary consideration when it is possible to buy satisfaction, has been the experience of the firm.

SPECIALS
The Fashion-Craft Shop
Shirts
We are showing an exceptionally fine line of Men's Negligee Shirts at
$1.00
This line comprises new hair line stripes in black and white, also in colours including Scotch Zephyrs in neat effects etc., from Canada's Best Makers.
140 Hunter St.
A. M. Laidlaw

A typical advertisement of this store.

The Laidlaw store is one of the smartest men's wear establishments in Eastern Ontario. As will be seen from the accompanying illustrations, the store is well laid out and fitted with the latest interior fixtures. A modern front has been installed with two display windows of good size. In point of equipment, the store is most complete. There are alteration and fitting rooms at rear. A first class lighting system has been installed.

THE INTERIOR LAY-OUT.

The wardrobe system has been followed throughout the store, the fixtures being finished in quarter-cut oak.

The furnishings department is also finished in oak to harmonize. In this department are four six-foot silent salesmen and oak display tables. An effort is made to change the goods on display in the showcases very often, newly arrived stock being used largely for this purpose . The system has been found a great help to the salesmen in introducing new lines of merchandise. Goods show to such advantage that customers entering the store invariably study the stock thus displayed. Interest is thus aroused in new goods and novelties. The salesman has little difficulty in making sales in lines which have been displayed in this manner.

THE FIRM'S PUBLICITY POLICY.

Mr. Laidlaw carries on an aggressive publicity campaign. Space is used in the daily newspapers for snappy announcements. A sample of the advertising copy is reproduced herewith. The copy is changed daily and one of the first rules observed is that each issue must contain a definite announcement of some kind. Thus the copy is pointed and effective.

Good use also is made of the store windows. Fred C. Petrie does the window trimming; which is tantamount to saying that the displays shown rank among the best in the country. Mr. Petrie has a well-deserved reputation as a window trimmer and the accompanying illustration showing two recent displays is perhaps the best testimony to this fact which could be secured.

A novel method of display is followed in this store during the evenings. It was considered that the door, being of glass, provided show space too good to be neglected at times when the door itself was not being used. Accordingly, when the store is ready to be closed, a figure is placed behind the glass in the door, where it remains all evening. In the accompanying illustration, the figure shown is in full dress.

A. M. Laidlaw, one of the most aggressive of men's furnishers.

An interior view of the store of A. M. Laidlaw, Peterborough.

An exterior view of the store of A. M. Laidlaw, showing window trims by Fred Petrie.

ABOUT THE PROPRIETOR.

Andrew M. Laidlaw has been in the men's furnishing business in Peterborough for a number of years. Previous to that, he was a customs tailor, enjoying an exclusive patronage. He became con-

vinced, however, that the ready for service and special order business presented a better field and he started in that branch of trade. The policy he adopted at the outset of carrying one line of clothing and one only has been adhered to ever since.

Parcels Post Inaugurated

Washington, Wednesday, Jan. 1, 1913.—As the clocks ticked off the first second of 1913, Postmaster-General Hitchcock inaugurated a new era in the American postal service by depositing in the Washington post-office the first package to be entrusted to the domestic parcels post service. The strokes of the last hour of 1912 were dying away when the Postmaster-General stepped up to the window under the newly painted inscription "Parcels Post Packages" and handed in the official "first package." At the same moment the parcels post service was opened for business in every post-office in the United States.

Postmaster-General Hitchcock's package contained a silver loving cup enclosed in a stout box. The package was addressed to E. M. Morgan, postmaster of the city of New York, and after it has made its journey to New York it will be sent back to Washington to be engraved and preserved in the National Museum to commemorate the inauguration of the parcels post service.

Cutaways and Wings favored

The close-fitting double band linen collar which has been worn so extensively now for some time is finally giving place to a very great extent to the cutaway double band and to the wing collar. While this is true in a great many cases, the demand for close-fitting collars still continues heavy. Amongst younger men for every day wear, they are still worn very extensively although now the cutaway collar is creating great demand for itself and is tending to displace the close-fitting. For every day wear, however, to business, college, etc., both will continue very strong for another season.

For dress, the wing collar is commanding great sales and is coming to be worn almost exclusively. While in many cases the rounded wing is in greatest demand, many inquiries are also made for the square pointed wing. In both cases wings are small and present a very neat attractive appearance. The width of the opening varies slightly but in no case does it attain the great width reached a couple of years ago when wing collars with large wings were worn.

In waterproof collars little or no change has taken place. Manufacturers still continue to make the same styles and retailers stock the same lines from season to season.

Want More Protection

Ottawa, Ont.—A number of woollen manufacturers from Quebec and Ontario have been in the capital for the past few days, impressing upon the Government the need of greater protection for the woollen, flannel and clothing manufacturers of Canada. They are also taking the precaution of entering an early protest against any proposal to increase the British preference. It will be remembered that ever since the British preference was established, cutting down by one-third the protection of thirty per cent. previously enjoyed by the woollen men against British competition, they have been protesting that they are not getting fair treatment as compared with other manufacturing industries.

Quebec, Que.—Ganache & Bilodeau have started in the millinery business.

Toronto, Ont.—The store of Mrs. White, milliner, has been damaged by fire.

T. B. Ramsay, who for the past year and a half has been with John Northway & Son, Ltd., in their wholesale department, is now starting into business for himself. Early in January he will open up his stand at the corner of College and Dovercourt Road, Toronto, and will carry a full line of gents' furnishings.

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

EDITOR Dry Goods Review.—I have been looking through your last number to see if I could find anyone advertising extra large size men's workshirts, as we have some extra large size men here.

We have been buying from a firm but they do not intend to continue manufacturing shirts. If you know a good firm will be pleased to have you inform me.

We can get more than we want of average size workshirts but want to get a line not only marked larger in the neck but made with larger body and longer sleeves.

Deacon Shirt Co., Belleville, or Dalton Manufacturing Co., and Standard Shirt Manufacturing Co., c|o Canadian Converters, Ltd., Montreal, and all jobbers can supply large or outside sizes. A. R. Clarke & Co., Toronto, Toronto Shirt and Overall Co., Toronto, also make heavy shirts and can fill your orders. W. H. Storey, of Acton, make a specialty of large sizes.

* * *

Editor Dry Goods Review.—Let us know where we can buy Indian grass novelties.

C. N. Saba & Co., Ltd., 305 Yonge Street, Toronto, and J. B. Laliberte, Quebec, handle these novelties. Try Holt, Renfrew Co., Ltd., Quebec, direct.

* * *

Editor Dry Goods Review.—Please tell me where I can buy buttonhole gimp.

Corticelli Belding Paul Co. and Greeff Bredt Co., Toronto, can supply you.

* * *

Editor Dry Goods Review.—Kindly advise by return where Brotherhood Overalls are made.

All manufacturers make "brotherhood" or union-made overalls:—The Peabody Co., Ltd., Walkerville; Carhartt-Hamilton, Ltd., Toronto; T. H. Dunn, Queen Street, Toronto.

The original branded line "brotherhood" overalls is made by H. S. Peters, Welland.

Editor Dry Goods Review.—Can you tell me where to get a trade paper on carpet trade and instructions for carpet sewing for clerks in carpet department?

The Upholsterer, 1 East 28th Street, corner Fifth Avenue, New York, deals with draperies and home-furnishings. The Singer Manufacturing Co., New York, issue full instructions for carpet sewing with their track carpet machine.

* * *

Editor Dry Goods Review.—Put us in touch with concern making women's chamois vests.

The Ottawa Truss Co., Ottawa, make chamois vests.

* * *

Editor Dry Goods Review.—Where can we buy those helmet reflectors described in the article on window lighting a few months ago.

Curtis Leger Fixture Co., 222 West Jackson Boulevard, Chicago, will be pleased to send information about "scoop" and helmet reflectors for window lighting.

* * *

Editor Dry Goods Review.—Tell us where we can buy accessories for repairing umbrellas and sunshades and where to get the required tools.

Bailey, Dixon & Co., Ltd., Toronto; Irving Umbrella Co., Ltd., Toronto; Eclipse Umbrella Co., Montreal; Brophy Umbrella Co.

* * *

Editor Dry Goods Review.—Can you give us address of firm from whom we could obtain, at any time, set of patterns of the latest and best designs and shapes for men's overcoats and ladies' coats, ulsters, etc.?

Would require not only sketches, but patterns marked on the seams, and how made up in the inlets, seyes, sleeves and all particulars.

John J. Mitchell, 41 West 25th Street, New York; Kroonburg Sartorial Publishing Co., 1183 Broadway, New York; American Gentleman, 222-26 West 39th Street, New York.

Hints on the January Clearance Sale

Special effort should be made to stimulate trade and clear out accumulations of odd lines—Methods which can be employed with profit—Some suggestions for sale cards.

JANUARY is a month of special sales. This rule holds good in practically all varieties of stores for the very good reason that the month is such a dull one from the standpoint of trade that the merchant is compelled from motives of self-defence to "start something." About the only way to keep business moving is to hold a sale and knock down prices a little.

There is still another reason behind the January sale idea, however. Sales follow the making of the annual inventory as a natural sequence. Some dealers reverse the order, believing that it saves time and trouble to clear out the accumulated odds and ends before attempting to take stock. The advantage of the after-inventory sale, however, lies in the fact that it can be made more thorough and systematic. Until he knows just exactly what he has on hand, the merchant cannot decide how much of it must be cleared out and what prices can reasonably be fixed. He requires the complete information which can be secured only by stock-taking.

The idea of the after-inventory sale is patent to all. No matter how well the business may be managed and how carefully the stock is weeded out, there is bound to be an accumulation of odd lines on slightly damaged goods each year. Stock of this description should be cleared out for two excellent reasons. In the first place, if the shop-worn articles are kept, they become harder to sell all the time and eventually become quite unsalable and worthless. In the second place, they occupy valuable space which could be better employed and the general appearance of the store is thus detracted from.

After his inventory is completed, the merchant knows exactly how much of this class of stock he has on hand and, if he is wise, he loses no time in clearing it out. January is the logical time for this stock clearance.

From the standpoint of the men's furnisher, January is a particularly suitable time. It is just about the last chance to sell mufflers, winter gloves and similar cold weather goods to men. If much stock is carried over from January in such lines, the chances are that quite an assortment of stock will be left in the store when demand has ceased entirely.

The object of this article is not so much to prove that January sales should be conducted, however, as

Suggestion for card to be used during clearance sale.

Suggestion for clearance sale card.

An endless chain of More Business

Pen-Angle Closed-Crotch Combination Suits displayed in your windows will mean **an endless chain of MORE BUSINESS.** Perfect-fitting and comfortable (in crotch and seat.) No **other** line of Underwear your store can carry will **take so well,** and you can be sure that **every** sale will be followed by **another.** And every **new** customer is another link added to your **endless chain of more business.**

Is your Pen-Angle stock ready? If not—order NOW.

PENMANS LIMITED

PARIS, CANADA

Underwear—Hosiery—Sweaters

Pen-Angle UNDERWEAR

We are the largest manufacturers of fancy knit goods in the world. :: :: ::

"Monarch

B-44

B-44—Made in Jumbo stitch, extra good quality.

B-40

B-40—Boy's Coat—equipped with the famous tri-collar.

M-40

M-40—This coat is equipped with the famous tri-collar suitable to all kinds of weather.

Monarch Knitting

Head Office - - - - DUNNVILLE, ONT.

-Knit"

"MONARCH-KNIT" is the standard for style, quality and workmanship.

M-53

M-53—Shaker Coat, strictly full fashioned throughout. This also makes a very stylish and serviceable Ladies' Sweater Coat.

We are pleased to take this opportunity to thank you for your valued business placed with us in the past, and also wish to announce that our range of Knit Goods for 1913 is complete and consists of many new features which are sure to interest every merchant in Canada. We would appreciate it if you would kindly hold your order until you have looked through our range.

M-92

M-92—Made in Jumbo stitch. This class of coat will be very popular for the coming season,

Company, Limited

Factories at: DUNNVILLE, ST. CATHARINES, ST. THOMAS, BUFFALO.

to deal with methods of carrying on sales. This can best be done, perhaps, by describing the methods of a Western men's furnisher who has made the January sale one of his most profitable yearly undertakings. His profit is a tangible one, based on sales made; he does not have to figure on the improvement to his stock to find where the benefit comes in.

His first step is to sort over the stock and select the goods which must be cleared out. This is all put to one side and ticketed. Prices are shaded, though the reductions offered are never large. Experience in this case has proven that it is possible to arouse an interest in a January clearance of men's wear without the inducement of sweeping reductions.

Care is taken to keep the goods on sale absolutely distinct from the rest of the stock. Window displays are arranged, some of the most attractive articles being selected. The stock is shown in the store on tables placed at the front where the goods can be seen. Sale lines are kept thus distinct for the purpose of impressing clearly on the minds of customers that this is a special effort and that the values offered are special. If a sale serves to educate people

A neat card announcing January clearance sale.

to expect prices lower than can be offered regularly, the results are extremely detrimental to business.

At the same time, the salesmen endeavor to divert customers' attention to the better class of goods. The clearance lines are there plainly on view but if a customer can be induced to buy a better article, the salesman gives his best efforts to that end. As a result, the sale always results in a certain stimulation of demand for the best quality of goods.

AROUSING PUBLIC ATTENTION.

As stated before, the public is very indifferent during January. The heavy purchases made for Christmas have depleted pockets and put people out of the "buying humor." Bargains do not attract as surely as at other times. To make a clearance sale a success, therefore, the merchant must display greater energy and greater initiative than at any other season. Something unusual is required to "put it across," as they say in theatrical parlance.

This is where good window displays and attractive cards will be found the greatest helps. In the windows, stocky displays will be the rule. Price should be made a big consideration.

In preparing cards for the event, care should be taken to provide a degree of uniformity. All cards should be alike in style of lettering and ornamentation. The same color scheme should be followed throughout. Some suggestions are shown herewith.

SELLING AT COST PRICE.

Clearance sales are of particular moment at the present time. The season has been backward and, although business in most sections has been undeniably good, the lack of cold weather has checked sales in certain lines.

A well-known men's furnisher makes the significant statement that for the first time in the experience of the firm it has been found necessary to run a cost price sale. Prices have actually been cut to cost in order to clear out the stock. With colder weather a certainty for the near future, the firm might have counted on moving at least a good part of this stock but they have preferred not to take the chance. The stock is now being cleared out.

"British Empire" Made Goods

THE text of the Merchandise Marks Bill, which has been introduced in the British House of Commons, has been given out. It aims to protect the British manufacturer from the opposition of firms selling goods in Great Britain on unfair pretense. Briefly, the measure provides that all goods bearing a description liable to make the purchasers believe they have been manufacturers within the British Islands, but which in reality have been manufactured in some part of the Empire outside the Isles, shall be marked "British-Empire made." If the goods have been manufactured outside the Empire, they must be marked "Not British." Provision is made that all goods marked "British-Empire made" must be accompanied by a sworn declaration.

It is quite apparent that this measure will serve as a protection for the home manufacturer against spurious foreign-made goods. The question arises, however, as to what effect it will have on the trade of colonial manufacturers on the British markets.

Regal

Regal "Outing" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited

HAMILTON - - ONTARIO

Unique Sales Scheme of Toronto Store

Foggan & Co. gave money back to every twentieth customer—Doubled sales during period while offer held good—Cost of goods thus given away amounted to 4 per cent. of total sales—Some amusing features.

AFTER the hustle and bustle of the Christmas and holiday season comes a period of marked slackness and dullness for the retail merchant. This fact is recognized generally amongst dry goods merchants and men's furnishers, and now it has become quite a common custom to introduce a clearing sale not only to stimulate trade, but also to clear out old stock preparatory to stock-taking and to laying in supplies of new Spring goods. These, to say nothing of the amount of ready cash gathered in, become matters of supreme importance to every retailer.

Rather a novel mode of conducting a clearing sale has been introduced by Foggan & Co., dealers in specialty furnishings, King Street West, Toronto. To stimulate business the plan of giving away to every twentieth customer his purchase in full has been adopted. The scheme was advertised freely both by circulars, distributed throughout the section of the city in which the store is located, and also by large window display posters, which announced the fact that every twentieth purchase was given away free; invited people to come in and look over the stock, and also to watch the cash register in order to follow if possible the number of each sale. Through the medium of the window many lines were displayed and all were featured with price cards showing the regular price and the cut price for special clearing sale.

The scheme naturally attracted much attention and at the same time aroused a great deal of curiosity. People desirous of becoming the twentieth purchaser and thus securing goods free were led to buy where otherwise a purchase would not be made. Thus from the start an increase in business transacted was noted.

On entering the store every customer was treated the same. Whether twentieth man or not, he was shown the goods for which he asked first. After that transaction was settled he was asked if he didn't want some of the other lines displayed and on sale. In short every effort was put forth to induce him to buy.

While the writer was in the store a twentieth purchaser entered and inquired for a necktie, "like that one in the window." Mr. Foggan waited on him, sold him the necktie desired, asked him if he did not want shirts, collars, socks, suspenders, a cap, and so on, naming several lines, but to each suggestion the customer replied in the negative, finally declaring that the necktie was all he desired.

Thereupon Mr. Foggan proceeded to make out a bill for the purchase, marked it "nil" and wrapped it up with the goods. The customer offered a dollar bill to pay for the tie and received a very pleasant surprise when, instead of getting back only part of the dollar, he was returned the whole amount. Whether on finding himself the twentieth purchaser, he was disappointed because he had not bought some of the shirts, collars or any of the many lines offered and urged upon him, is a matter which Mr. Foggan did not discuss but in all probability there arose in the purchaser's mind a feeling of vain regret.

The King Street store of Foggan & Co. is recognized throughout the trade as being the smallest gents' furnishing store in Canada. Only one clerk is employed, and in addition Mr. Foggan himself is in the store most of the time. It thus became a very simple matter to keep track of the total number of purchasers served, and to see that the right man received his purchase free.

ONLY FOUR PER CENT. GIVEN AWAY.

As to the actual working out of the scheme the company found that it worked well from an advertising standpoint and was in no way a costly scheme inasmuch as after a week's selling the total cost amounted to about four per cent. of the business done. To those who do not go into the matter fully this may seem a very expensive proposition to keep up even for a short time. But the scheme brought about such an increased business that it has been considered so far as well worth while.

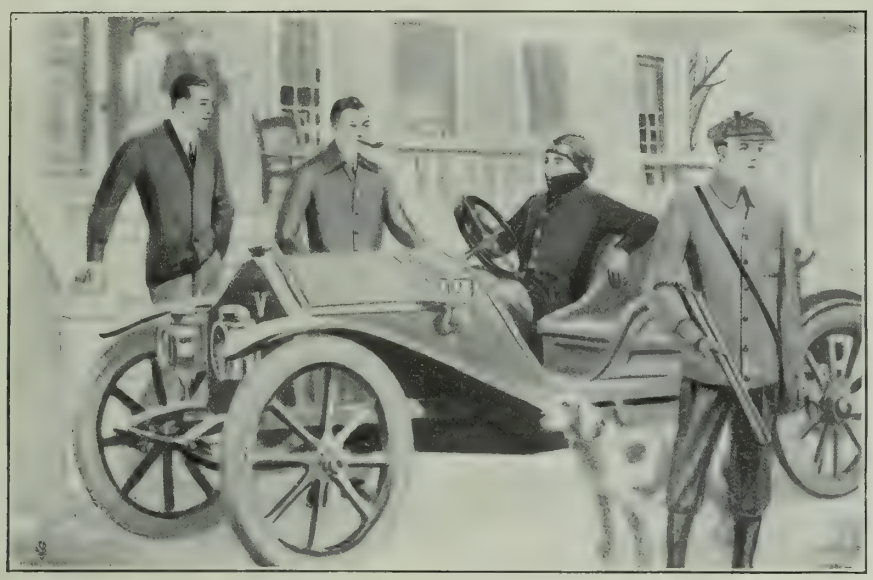
DOUBLED THE RECEIPTS.

To give a few statistics: Prices were reduced for sale about 25 per cent. to strike an average. Amount of cash receipts during first eight days of sale this year represented an increase of approximately 100 per cent. over last year's receipts fo same days when no sale was conducted.

The expense of keeping up the twentieth purchase proposition amounted to about four per cent. of cash receipts. As the store is small, large and expensive articles are not handled. Perhaps the most expensive line in the store would be covered by $6 and the average price of all lines would be between $2 and $3. Most of the articles given away have been neckties, suspenders, shirts, socks or mufflers. The largest purchase given free amounted to $3.65 and the smallest to 19 cents.

(Continued on page 62.)

The "Visor" Announcement



The Visor "4 in 1" Sweater.
Canadian Letters Patent No. 131529.
United States Letters Patent No. 991270.

THE Visor Knitting Co., Limited, of Ontario, owners of the Rautenberg Patents covering the famous Visor "4 in 1" Reversible Collar Sweater, announce the opening of their new factory at Niagara Falls, Ontario, devoted exclusively to the manufacture of high grade Sweater Coats.

The "Visor" Sweater Coat, illustrated above, may be worn in four styles: as a V-neck, or shawl collar, or full military collar, or turned over the ears, instantly adjustable. The most practical and best selling Sweater on the market, when the collar is properly made, as we make it.

We make also up-to-date SHAWL COLLARS and RUFF NECKS, and a large range of Coats with full line of V-NECKS. SHAKER KNIT SWEATERS will be the best sellers on the market this year. This is one of our big feature lines. Colored show cards, advertising circulars, etc., will be supplied free. Write for samples, or our representatives will call in the near future.

WARNING

We warn all manufacturers, jobbers and dealers against manufacturing, dealing in or selling infringements of the famous VISOR "4 in 1" REVERSIBLE COLLAR, the original Canadian and American patents on which are our property. We now have action pending in the Canadian courts to restrain infringements of these patents, and shall promptly prosecute all offenders.

THE VISOR KNITTING CO., Limited

Niagara Falls, Ont.

FACTORIES ALSO AT **NIAGARA FALLS, N.Y.**

Conducting Clearance Sale on Large Scale

L. J. Applegath & Son, Toronto, are holding reduction sale—The event is being used to feature announcement of new branch store—New store will be modeled closely on present establishment.

TORONTO, ONT.—L. J. Applegath & Son, hatters, who for some time past have done business at the corner of Richmond and Yonge Streets, have decided that their business has increased to such an extent that they find it necessary to start a new branch store in the city. For this the stand at 179 Yonge Street, until recently held by Albert Williams, has been secured, and preparations are now being made to fit up the store for new business.

As far as possible the new branch store is to be a reproduction of the original at Richmond and Yonge. The same plans will be carried out and the same style of fixtures used. Woodwork will all be of bird's-eye maple, and to the casual observer practically no difference will be noted between the two stores.

Through its location on a corner lot, the store now occupied presents unusual window facilities and these have been used to great advantage. Practically the whole side and front of the store is of glass and allows displays on a very large scale. In that respect the new branch will not be quite as satisfactory as only the front of the store is exposed to the street. To give the best possible facilities for display a deep entrance is being arranged which will allow a show window with depth of 20 feet. This in many respects will present advantages which were never enjoyed in the original stand.

HOLDING A CLEARANCE SALE.

In order to announce the fact that a new branch store is about to be started, Applegaths have adopted rather a novel method of procedure. To hold a January clearing sale is a method very commonly adopted by men's wear merchants throughout the Dominion to clear the stock of Fall and Winter goods and make preparations for stocking Spring lines. While Applegaths are clearing out their stock, the sale is being made use of altogether as a method of introducing the new branch store. Large signs in the shape of pennants fill the windows and announce to passersby the fact that a new branch store is about to be opened and that in order to make this fact the talk of Toronto and vicinity great reductions are being made on prices of all hats and caps in stock.

The news of a sale where special price cutting is being done soon travels and attracts people from all directions. But in this case the news regarding the new branch store travels just as rapidly and is soon impressed upon the minds of hearers.

In the accompanying photograph the large window display signs, announcing the sale and the new branch store, are very conspicuous. In the windows can be seen displays of hats, every hat price ticketed.

Unique Sales Scheme of Toronto Store

(Continued from page 60.)

The company has considered the scheme so successful that they are adopting it in their Yonge Street store, but with one limitation. Instead of giving away the twentieth purchase in full, only the first article will be given. This, Mr. Foggan claims, will cause people to ask for the most expensive articles first and will prevent the company from getting badly taken in by a number gathering together and each making a large purchase until one happens to strike it lucky.

Store of L. J. Applegath & Son, Toronto, showing big signs used to feature special clearance sale and the establishment of new branch store.

A50

Outing Brand Knitted Goods

SHAKERKNIT

Style A50

The new and correct vogue in Sweater Coats is here shown in the popular Shakerknit.

It is only one of our immense line of Knit Coats for men that is making a hit with the Canadian Knit Goods Trade.

Our representatives will call on you shortly with the complete range. Let us send samples for present delivery orders.

Frank W. Robinson

LIMITED

Bathurst and Wellington Streets

TORONTO

"The Coats that are tailored to fit."

Ask Your Wholsaler For

GIBSON'S SCOTCH SEAMLESS

Woollen Gloves

THERE are many so-called "Scotch Knit" gloves on the market made outside of Scotland; the best are, and always have been, made in Scotland. To make sure the gloves you buy are actually manufactured in Scotland, thus obtaining for your customers the genuine glove, all that is necessary is to ask for GIBSON'S.

These gloves are made in a variety of styles.

Sole Selling Agents to the Wholesale Trade.

SEWARD BROTHERS

251 St. James Street - Montreal, Que.

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men.

NO doubt exists in any mind that the year just closed was the busiest of world's history. Prosperity was neither sectional nor continental; it was world-wide, embracing all countries in its scope. Business was so heavy in many ways that a big volume is being carried over into the new year. Many firms in this country are so far behind with orders that they will not be able to catch up for some time. The momentum thus supplied is in itself sufficient to insure a continuance of prosperity during a part at least of the coming year.

* * *

NO fear need be entertained on that score, however. The prospects for the future are of the brightest and everything at present points to the continuance of prosperity in equal measure. On this point, all seem to agree—manufacturers, wholesalers and retailers alike. They speak unreservedly out of the fullness of a complete confidence in the soundness of conditions.

* * *

ADVICES from New York are to the effect that there is a tendency to abandon the effeminate collar with small wing for evening wear. This idea is gaining ground, although it cannot yet be termed a distinct trend. Fashionable dressers are wearing pleated shirts for the jacket and stiff bosoms for the tail coat. In the latter case, if the bosom of the shirt is of fine pique, the body and the cuffs match in the same material. Some oddities are seen in bow ties, notably a soft silk of unfinished diamond weave with a satin stripe about three-eighths of an inch wide along the ends of the bow.

* * *

A DISTINCT feature in men's wear at the present time in England—where fashions so often originate—is the short dress coat. The lines of the latest style are said to be very graceful but undoubtedly a good figure is required to carry them to effect. A good height, sufficient girth and a square shoulder set the coat off to perfection but to men of puny build the style will be inclined to accentuate their lack of proper proportions. The lapel is not being rolled nearly so long and in this way a longer cutaway is provided. This provides a waisted effect. The lines of the coat are so cut that the lapels nearly meet. At the same time, the waistcoat is cut so low that it shows beneath the coat.

* * *

APROPOS of the remarks recently made in this department anent the attempts which are made periodically to bring styles back to the more ornate ideas of past centuries, it is interesting to recall that of recent years there was a propaganda launched to revive early Victorian fashions. The long velvet coat and the knee breeches and silk stockings of the Victorian gallant undoubtedly possess an appeal for men who hanker after distinctive apparel and the idea met with support from a great many. The knee breeches, however, served as the chief obstacle. There are not enough men who can boast of a sufficiently symmetrical leg to really look well in knee trousers and most men are sensitive enough on the subject to shun exposure. For this reason the plan to return to Victorian lines fell flat, despite the fact that the idea received very distinguished support.

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IT is apparent from the reports received that trade has not been as brisk in some lines as it should be, owing to the decidedly mild weather which has prevailed. When the temperature is such that a man can get along nicely without buttoning up his overcoat, it is not at all likely that a great amount of interest will be shown in mufflers and similar

articles designed for winter wear. It is, of course, quite safe to predict that the very near future will see plenty of cold weather. This prospect does not compensate the men's furnisher for the business he has lost up to the present, however. When seasonable weather is unduly delayed, the result is inevitably a loss in business. The men's furnisher should not wait for the weather man to come to his assistance, but should proceed now to stimulate the demand on his own account. A well planned and aggressively carried out clearing sale at the present time would go a long way toward bringing business up to the anticipated level.

* * *

ARE American men giving up suspenders? The president of a firm which one held a prominent place in the manufacture of suspenders ascribes the recent failure of the concern to the fact that men have taken to wearing belts. The one-time popular Christmas gift—an ornate pair of "galluses," with pink silk bows and all the fixings—must be losing favor with the men of Uncle Sam's land when a suspender firm are compelled to suspend operations for lack of orders. Be this as it may, suspenders are still strongly favored by Canadians and, we presume, are worn just about as much as ever.

* * *

IT is now quite apparent that louder effects will be seen in neckties this Spring. It must not be assumed that the new styles are lacking in good taste, however. Although the trend is toward bolder effects, the ranges seen are both artistic and pleasing. Many of the staple lines and novelties have a degree of character which will commend them strongly. Most men like a tie of character and dash and there are few who hesitate at strength of color. One feels quite safe in predicting that the ranges this Spring will meet with distinct favor in the eyes of dressy men.

* * *

WELL-DRESSED men are partial to canes and it will, therefore, be interesting to learn that some distinctly novel features are being introduced in this line. One of the latest ideas is to letter the gold band in enamel of various colors. A distinct novelty is a cane which has an ivory or gold band a few inches below the head. This band can be slid upward, revealing a small electric bulb. The bulb will throw sufficient light to find a keyhole on a dark night or to light up the number of a house. It will probably, therefore, prove a highly popular idea with club men of bibulous habits.

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PRINTED silks are said to be "coming" for men's neckwear. A feature of foreign styles at the present time is the use of printed silk for scarfs of high price and it does not seem unlikely that there will be a reflection of the idea on this side. Already some printed silk ties are being shown by American manufacturers.

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THE 'phone—at once the greatest and the most persistent nuisance of the age—is still looked upon askance by a great many merchants. Shopping by 'phone is regarded by them as an unmixed evil and every legitimate means of checking it is resorted to. There are undoubtedly grounds for believing that shopping by 'phone is not in the best interests of trade. People who order in this way cannot be interested in any other article than the one they call up to secure; except, perhaps, in very rare cases. Thus the expense which every dry goods man goes to for the purpose of making his goods look attractive is quite wasted as far as the 'phone shopper is concerned. The customer who orders half a dozen handkerchiefs over the 'phone might have purchased other articles had she found it necessary to visit the store.

There are other phases of the question, however, which incline one to the other side. Many sales would be quite lost if the customer could not use the telephone. There are always cases where people require a certain article but have neither time nor inclination to go to the store for it. What is gained in this way probably counterbalances what is lost in the other instance.

Undoubtedly the 'phone trade is deserving of careful attention. People are getting more in the habit of ordering by mail or 'phone without taking the trouble to personally inspect the goods and this tendency must be recognized by the retail merchant.

* * *

Keeping adequate record of stock and of all sale transactions is a great aid to increased business.

* * *

To the progressive merchant, mail order competition is no longer suspended over his head by a slender thread, like the sword of Damocles. He has found that better merchandizing methods has insured him against competition of this order.

* * *

A contemporary tells of a traveler who finally secured an order from a dealer after calling on him for twenty years without result. This traveler can certainly lay claim to the virtues of patience and persistence, but we wouldn't boast of the incident if we were in his place. Any man who has to call steadily for twenty years on a prospect before landing an order is not likely to set the commercial world afire with his salesmaking ability. And the time used those twenty years makes the order finally landed a dear one for the firm.

Neckwear Ranges for Spring are Louder

More novelties are included than formerly—Values are better for many reasons—Smart two-tones, one on knot and one on apron, are a popular novelty—Materials are similar to last season.

EASTER neckwear ranges of the different manufacturers are nearly all forward and styles are confirmed for Spring, 1913. The sequence of style following the holiday demand, is marked. More novelties are included. Generally the ranges are described as "louder" than last season and more striking throughout. Designs, although striking in color and pattern features, are approved good style in keeping with the latest fashion dictates.

The trend is for larger ties in better numbers. Prevailing shapes continue—derbys, graduated, closed and flowing end scarfs. Batwings are to be favored. None of the domestic houses are showing Ascots and are adhering to neat effects to give a smart knot. Most of the styles shown are one-piece as woven silks. Combinations are not featured for Spring. Some of the new shapes are made in imported materials of extra width, 40 to 42 inches, which cut crosswise of the silk. This gives a sightly tie at a leading price, only possible for this reason.

MATERIALS ARE UNCHANGED.

Materials are similar in texture to those of last season. Reps, bengalines, failles, louisennes and fancy silks are represented. Both plain colors and fancies in well-known qualities are especially suitable for prevailing effects in different styles. Some of these are shown in 50 colors and have been brought out in border designs, increasing the selections and toning up the showings.

Patterns are the smartest yet shown and include the usual ground colorings, but contrasting shades are vivid compared with those of previous assortments. Four-inch ombres, single and double border effects, cross and bias stripes with conventional and combination designs are prominent. The season's sales will depend more than ever on "borders" as the "fetching" feature for the wearer. Smart two-tones, one on the knot and the other on the apron, are among the latest novelties shown by one house, while bias stripes and borders lead a number of designs favor cross stripes particularly in derbys. Ombre border scarfs have plain or line stripe grounds. Several of the silks have neat line or marked ground stripe with a corresponding border. Magadores and Roman stripes are made up in the better models. These are in heavy and light weave reps with Magadore border in silk or satin. A few check and jacquard patterns complete the ranges.

THE FAVORED COLORS.

Color preference or selling ratio is according to the range and material considered. From the staple standpoint the tone is lighter than for Fall. Blues will lead with two or three tones in a book, blue and black and blue with blue. Soft tans and browns are equally good. Gold effects in pleasing combinations, black and gold and brown with gold bars, are well thought of. Grays in soft tones, and black and white in clean patterns are seen. Black and red in the same designs should do well and reds in the brighter tones are expected to take in the usual numbers. Some of the novelty shades, plums, purples and helios, add color to the ranges to meet city trade.

INCREASED SALE OF BATWINGS.

Batwings are counted on for an increased selling season. They were featured late last season and should prove a good midsummer feature this year. Soft collars, ties and negligee shirts are to be offset to an extent by double collars, batwings and French cuff flannel shirts. Furnishers consider this smarter for street and outing wear. Diamond and square end batwings are made in cloths specially adapted to this shape. Narrow borders on all silk faille or rep in leading colors with white stripe or bar are unique

Spring styles shown by Crescent Manufacturing Co

for this season. Some manufacturers shorten the ends of their batwings to give a shorter knot and smarter effect. Styles are offered in straight cross-bar and bias.

BETTER VALUES OFFERED.

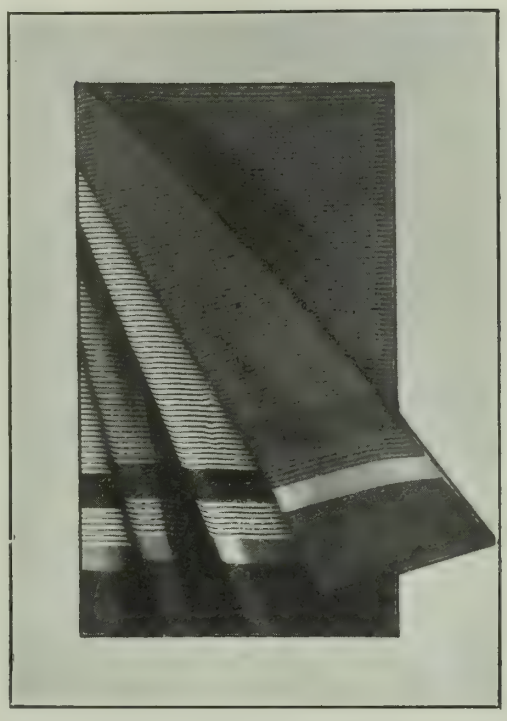
Prices quoted and values offered are better than a year ago. No changes in terms or datings are made. In some of the standard cloths in plain colors the slip scarf is added without extra charge. This gives wonderful value in a staple $4.50 number, which should increase sales. Buyers have a good option to get a better profit on the $2.25 and $4.50 prices with the discount. Some leading $5.50 and $6.50 ties to retail at $1 for the Easter trade are good buying. There is a broad selection and a good season in prospect.

Some novelties are always good business for Easter. The ranges are similar to those of 5 and 7 years ago to merchandise. If a buyer uses good taste there is very little chance of loss, but off patterns will be hard to clear. This season, at least, men's furnishers can take advantage of the novelty demand and general purport of higher colors in adding a sprinkling of the more novel but ticklish numbers to sell because of their real novelty. Selection is simply a matter of dressiness and snappy sellers for personal preference. Bought on this basis, the ranges simmer down to a dozen attractive novelties and some ranges could be confined to three books if the best sellers are selected. All the season's characteristics of good buying and specialization of the ranges are combined in these in the tie. The shape, size of the knot and appearance appeal to the shrewd buyer and these dozen fabrics are all he could desire.

The right snap is there and a comparison of the ranges will show men's furnishers value and style equal to the best. Easter styles this year are sufficiently diversified to give the trade confidence in domestic numbers because, after all, the season is confined to a few styles which make a hit or are featured. Exclusiveness and larger profits are just as much an attribute of one line as any other and depend on this confidence. Each season finds some buyer looking for exclusiveness, simply because his knowledge of the ranges is limited and he is not convinced in asking the same profits, which are asked for equal and sometimes lesser values in other showings.

The average buyer who knows his trade and is willing to compare value for value and selling merit at corresponding prices and profits for these values, has to admit it. He will agree that the store's best interests are served by this season's designs and values. Easter ranges properly reviewed will show the leaders of each range.

The quantity order groupings are fair to both large and small retailers, according to their demand. Cheaper numbers are sold in an assortment of two



Swatches, showing latest stripe with bordered ends. Shown by H. Van Allen Co., Hamilton.

or three dozen, equal quantities of each color. The ranges include a dozen shadings. A buyer can buy according to his requirements two or three dozen or a multiple of same. In a three dozen lot, he gets 3 ties of each color, giving 36 ties. The colors and ratio of tones give a fair selling average. In better numbers the same rule is adopted for many of the more staple patterns but the novelties and higher-priced numbers are subject to choice, ¼ dozen and upward, according to estimated capacity. In one instance any merchant should easily handle the quantity. Otherwise the possible selling sequence is judged closer than in other years. This is fair to both merchant and manufacturer because stocks are repeated or conserved for repeats with less loss from end of the season reduction.

AN EARLY START NECESSARY.

Manufacturers are anxious to get an early start because of the early Easter. The placing season is practically only eight weeks. Early bookings will help the customer, traveler and the factories. Several of the neckwear makers are anticipating on stapler numbers and have stock made up ready to ship as soon after stock-taking as merchants will accept delivery.

Merchants have practically two seasons—novelties, early, and merchandising later. Novelty sales are quicker in a short opening season. Slow numbers have fully a month longer to sell than in a late season, when early buying is slower.

The foresight of manufacturers is significant. The house, which can give deliveries this season will get the rush orders. Deliveries are a matter of mom-

(Continud on page 66.)

CLOTHING FOR MEN AND BOYS

Norfolks will be very popular—Single breasted yoke Norfolks with pleats running only as far as side pockets will be seen—Square fronts for single-breasted coats—Fancy cheviots and tweeds will be strong.

IN BOYS' clothing for Spring, 1913, one of the most popular, if not the prevailing style, will be the Norfolk. Many of these are being shown and large orders have already been placed. A few changes in style are noted. What is known as the Cambridge Norfolk makes a very attractive coat. This style is the single-breasted yoke Norfolk with outside breast pockets on both sides. Pockets are provided with buttoned laps. Pleats run only as far as side pockets, below which the coat is plain. These form a decided novelty.

Another popular style will be the Lennox, a single-breasted yoke Norfolk with pleats and patch pockets.

Latest style of Norfolk for boys, shown by C. M. Gilchrist & Co.

Rather a novelty is presented in still another style which has the yoke at the bottom, and pleats running right up to the collar. This coat also has patch pockets and vented back.

The double-breasted sack coat which has been the staple line through all seasons will again be good for Spring, 1913. Few changes, if any, are noticed in the styles of these. A new idea and one which has taken, and continues to take, very well is found in the single-breasted coat cut with square front. This is especially suitable for boys. Square fronts have been a strong feature of the double-breasted coat for a long time, but have never been successfully introduced into the single-breasted. Next Spring, however, these will be strong. In past seasons the single-breasted coat has always been cut with rounded corners and many have objected strongly to this claiming that it gave the boy a "cut-away" appearance. But now this difficulty has been overcome and single-breasted coats have been made to a great extent after the style of the double-breasted. Both single and double will be the plain sack coat with or without patch pockets.

In pants, bloomers will again be strong, the only difference from last year being that they will be cut slightly larger.

In suitings, fancy cheviots and tweeds will be strongest. These will be found chiefly in greys and browns and mixtures. Diagonal stripes will be common, but in many, plain patterns will rule. Mixtures of various kinds will be shown—heather mixtures and purple mixtures being amongst the strongest. Bluish greys, while not strong, will form quite a novelty in boys' suitings.

Neckwear Ranges for Spring are Louder

(Continued from page 65.)

ent and the early shipment of neckwear on lines just opened up is sure to be felt. Buyers, who have seen the assortments are enthusiastic that they are getting lines that will sell. Men's furnishers, who anticipate and watch the season's progress will benefit in proportion to the house with the goods is early selection and showings are featured.

THE "BARRIE" EFFECT.

Montreal.—Neckwear manufacturers report ties in failles are in big demand in New York, especially in the bar or stripe effects. Following this trend the Canadian trade is taking the same styles and the advance sales for Easter have been very heavy. The bar or "Barrie" effect, as it is called, consists of a series of diagonal stripes against a contrasting background. All colors are shown. Another popular style is the Army and Navy stripes in which neat horizontal stripes are shown in bar effect. The stripe effects in these ties should be very popular in view of the vogue for striped shirts.—W. E. H.

Are Salesmen Responsible for Accounts?

Some opinions from Review readers on this important problem—All salesmen will make errors in judgment at some time or other—When these accumulate, the best course is to withdraw salesman's right to extend credit.,

WHEN The Review inaugurated the contests and discussions of trade problems, which have been a regular monthly feature of the paper, it was with the conviction that they would prove of distinct interest and value. This belief has been most convincingly borne out, for the contests have aroused a great deal of interest and the discussions have been followed most closely.

Few problems have aroused as much interest as that propounded in the last issue, "Is salesman responsible for collections?" The question was outlined as follows:

> Merchant to salesman: "You seem to have a greater proportion of credit sales than other salespeople. Here is Mrs. M———'s account for $6. Do you think you can collect it?"

Every salesman has social or locality connection, which is evident in monthly credit sales. The standing represents customers as a class. A comparison of accounts on the books shows that certain salesmen are responsible for more of these unpaid bills than other salespeople. Some of these accounts are good enough, some slow, others bad.

The office or management suggests that owing to this same social or neighborhood connection perhaps the account might be closed sooner.

Should salesmen be asked to collect accounts?

This problem has aroused considerable interest as the number of replies received attests. One contributor has gone into the subject most thoroughly, and his answer is appended in full.

* * *

The Problem Summed Up

Editor Dry Goods Review:—

The monthly contents which you have been featuring in The Review for some time have always been interesting and helpful to me, and your latest subject is indeed one that should call forth careful attention and consideration of all your readers, whether employer or employe.

Some merchants regard "Social Standing" as a very important factor in employing their salesmen and, while we cannot discredit the desire of these men in adopting any standard of character or ability that will help to increase business, still I believe that social standing very often proves troublesome to not only the firm but the salesman as well. More especially do we find this the case in the cities of smaller population where employees in business places are usually better known to the community than in the larger cities.

I spent some years in the service of a clothing merchant in a Canadian city of about twenty thousand population who always made me feel that I was serving him to his entire satisfaction but for one exception, and that was that my popularity which to his idea was somewhat limited, did not attract many new customers to his store. At the same time this man was continually pining his life away over the fact that his books showed many worthless accounts which of course had been contracted by my "popular predecessor" who probably had a great host of friends but, like many others, did not possess the necessary amount of business stamina to refuse to give them credit.

No doubt the salesman who, through his social standing, succeeds in attracting trade to the house of his employer feels a special pride in the fact that he is helping to increase the business and consequently that his firm should and will appreciate the same, but let the salesman remember that there is such a thing as making your friends *"feel too much at home."* As soon as this happens they are sure to approach you for favors that will prove troublesome and the very fact of your deep intimacy with them will convince them that you will not press them for prompt payment. Thus, many a salesman finds himself in many embarrassing positions and very often an honest customer is enticed into becoming one of the class commonly known to business men as N.G.'s.

I believe that every customer should be treated courteously and attentively but the salesman should possess just enough "business dignity" to prevent the customer from asking for too many unnecessary favors.

Of course, there is no set rule which every firm could adopt regarding the salesman's authority in giving credit, but if the employer finds that he cannot place enough confidence in his salesman to allow him to use his own judgment, then he should forbid him to allow any goods out of his store without the money, and, if this be the rule, then it is a very easy matter for the salesman to refer his customer to the boss, which action should exonerate the salesman from any responsibility in the matter. But furthermore, if the salesman disobeys this rule and contracts bad accounts, I think it is his duty to assist the firm in collecting them.

But then we have to deal also with cases where salesmen use their own judgment regarding such matters. If this be the understanding and he happens to contract a debt which proves troublesome by no means should he be held responsible for the collection of the account. In the first place, he

allowed the goods to leave the store unpaid for, believing that the account would be duly paid and that his action was mutually satisfactory to himself and his firm. Consequently in asking him to collect such accounts, you make him feel that he is paying the penalty for a serious offence, at the same time reducing his interest in his employer and causing him to believe that he is regarded as a tail-ender rather than a strong arm in the welfare of the business.

Yours sincerely,

G. A. JOHNSTON.

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If Ability Warrants

The problem is approached from another viewpoint by J. S. Bjornson, Wynyard, Sask. He has considered it from the standpoint of the benefit or otherwise that the firm would secure from sending salesmen to collect accounts. He says:

"A salesman opening an account with a new customer, without authority, must be responsible for it. If a new customer asks a salesman for credit and he (the salesman) has doubts as to whether the account will prove good or bad, he should refer the matter to the head of the firm or management.

"A salesman should not be asked to collect accounts unless he is considered by the management a suitable man to do the collecting and is willing to undertake it. There are cases where a customer does a big part of his trading at your store for cash but at the same time has an account that has run for an unreasonable length of time. Would you let your salesman who handled this account go out and try to collect it? You would not care to take the chance of losing the customer."

* * *

The Duty of the Clerk

Fredericton, N.B.

Those who have held the position of salesman for any period, must call to their remembrance that at some time they have heard their employer ask of themselves or of a fellow clerk the same question as portrayed in your issue of December 18th.

Every salesman, if he be the proper sort, feels a certain pride that he has customers, who, when they enter the store look to him to serve them when they are making their purchases. It is the duty of that salesman to know as much as possible of his customers standing; that is—his employment, etc., thus, he forms an opinion as to whether or not he is a desirable credit customer. The salesman must bear in mind that his "boss" cannot personally meet each individual customer and study them, but he has intrusted that task to himself. He must also bear in mind that his employer has put under his charge certain goods which are his "the salesman's" stock in trade, and that from the profitable sale of the same, he, as well as his boss, derive their livelihood. Now each clerk is his employer's partner and should feel himself such. If the salesman gives one of his customers goods on credit and the same is not paid for within a reasonable time, the salesman should make it his business first, to find out why; and secondly to remind his customer in a courteous way of the fact. The customer, especially, if an acquaintance or friend of the salesman, will very often pay up more promptly if spoken to by the party from whom he purchased the goods than if the merchant sent him a dunning letter. Further, when the merchant will incur sometimes the ill will of his customer by sending a letter and thus unavoidably do the business an injury, the personal collection by the clerk very often is not looked upon by a customer as a collection from the house, but as a collection from the person from whom he purchased the goods and thus the liability to friction between merchant and customer would be greatly lessened.

I might quote a personal experience which recently occurred to myself. Some few weeks since, a customer entered the store and coming to my department, said he would like to look at overcoats. I showed him coats and finally he settled on a coat which was to his liking. He then said: "what kind of terms are you going to give me for the payment of this!" Of course I was anxious to sell the coat and asked him how he wanted to pay for it. He said, "well, I will pay you three dollars down and three dollars per week till the full amount is paid." For a moment I was taken a little off my guard and would have given him the coat on those terms, he being the sort who can call you in an "off handed way" by your Christian name, and although you know him slightly you cannot recall his Christian name. After considering the matter for a moment I finally told him I would take his note for thirty days and that he should pay me three dollars per week, which amount, I would credit to his note. This was agreed to by him, and as per agreement, he was to pay me three dollars each Saturday night.

Now Saturday night came and my customer did not put in an appearance with his three dollars. I let this pass for a few days and made inquiries as to his habits, etc., and found that he was not all that was desirable. I then sent him a personal letter telling him that I had given him the coat on my own responsibility and had made special arrangement with the office in regard to his note, and I expected him to hold to his agreement. The three dollars was immediately forthcoming, the next Saturday came and again he failed to make his payment. After waiting some time, I sent him another letter using a little more forcible language and with the same result; I received the money. To finish, I got the amount in full; of course not without more or less trouble.

Now this man paid me because he thought that the transaction was my personal one, and feel quite sure that had my employer undertaken the collection of this debt from this particular customer, that he would not have succeeded as readily as I.

As most merchants are looked upon by the general public as being quite wealthy, and the slow or non-payment of a few dollars by the customer sometimes is not considered by him to being of any great moment to the merchant; while on the other hand, you will rarely find a customer who will imperil a clerks position or make him responsible for their debt by not paying up.

CHARLES D. ROSS.

* * *

Might Collect Some Accounts

In answer to yours in Dry Goods Review, "Is salesman responsible for collections?" As a salesman in a store where accounts are rendered monthly and terms are cash at the end of thirty days and where the office staff is kept busy following up customers who may become careless regarding their account, it is a serious annoyance to the head of the concern to see new accounts opened without being authorized, and my opinion is that clerks should be held personally responsible for accounts for friends or acquaintances, who, while no doubt are as good as gold, prefer to do business their own way rather than conform to the store's method. A good deal of trade would be lost if this sort of custom were not humored, and it is up to the clerk who can, by skilful salesmanship, deal with these people to close the deal successfully by making the collection. It will be found a great benefit to the *clerk*, if bills made by him, to people who are not regular monthly customers, are sent to that clerk for collection. He will very often find that selling goods on credit is very much easier than collecting.

FRED. A. CARTER.

* * *

Might Collect in Some Cases

Do not think a salesman should be responsible for collection of bills, nor that he is to blame if he has a greater proportion of credit sales than other sales people. As he approaches a customer, he is not thinking whether this customer is going to be a cash or credit one. His object, if he has the interest of the business at heart, is, if possible, to please the customer and make the sale. Should the customer ask to have the goods charged, there is nothing left for the salesman to do, but charge it. The charge is sent into the office and, if no further questions are asked, I do not see in a case like this, that he is either to blame for the credit sale or responsible for the collection of it. There are exceptions to every rule. Supposing a friend of his, who has not a regular account with this house, should ask for credit and he, knowing she is perfectly good for it, goes to the office, tells them it is all right and in fact becomes responsible for it. Now, if this customer, who has been obliged with credit, does not pay in a reasonable time after the bill has been presented in the regular way, do not think a merchant would be asking too much to ask the salesman to collect. But under no other circumstances should he be asked to collect a bill.

F. I. WILSON.

* * *

Favors the Idea

The question very naturally presupposes a credit business and a credit business means C.O.D.'s, sundry charges and monthly accounts.

While the goal of all storekeeping is cash business yet there will come a time when a regular customer or a comparative stranger will place you in such a position that "Trusting" for a short time is well nigh impossible. Again competition on every hand is so keen that a line of credit is not infrequently used by the individual and by the firm as a lever to secure business and properly so, if the trade thus obtained is retained. But there lies the crux of the whole situation. To sell is easy? but to collect—ay there's the rub, to collect and not leave a bad taste.

Some there are who, when extending credit, give the impression that it is they who are being favored. Others in their anxiety, cautiousness, call it what you will, leave the applicant in a somewhat humiliated condition over the expose of their private monetary affairs. But there is a line of temporary credit typified as C.O.D.'s which now and again run into a sundry charge and even a monthly account dependent in the main upon the salesman. If a store can win the aggregate of seven or eight hundred dollar monthly C.O.D.'s we have an indisputable argument in favor of the continuance of such transactions.

Salesmen take orders from casual acquaintances of the street, at the club or in the church, their friends or relatives. The opening order is secured at all events and as a result of their aggressiveness, their tally at close of day is figured in three digits, a source of pride and satisfaction to themselves.

A sale is made though by no means complete and the delivery is presumably responsible for the cash. Here is just where I would make it a point to hold the salesman and see to it that in conjunction with driver he secured the amount of C.O.D. especially were I cognizant of friendship existing between customer and salesman.

Sentiment in business has its uses and abuses too, and quite often the C.O.D.'s which turn out bad, hinge upon something ulterior and removed. The salutary effect upon the salesman and the business in

general would more than counterbalance any loss of trade on the one hand or loss of time from store for collection purposes on the other and when it is up to them they are not so free to hand one's goods over the counter unless they feel sure that party is good.

Theoretically, we all know that C.O.D.'s are Cash on Delivery, but it does not always work out in practice. Salesmen should pick it up where it falls down.

Sundry charges and regular accounts are so privileged because they have won the confidence of the office and upon no other grounds should they be permitted.

For their accounting, the office is wholly responsible and while methods of collection may vary the salesman will have no part or lot in them.

In conclusion there is a distinct science in salesmanship but while the best accountant for any business is one who has at some stage of the game sold goods himself; so, too, the best salesman is one who has had a hand in collections. The two phases of business are interchangeable and wise is the head which emphasizes the end from the beginning and lets his clerks betimes "try it out."

ARTHUR A. FRYE.

* * *

Give Inducement for Cash

Cowansville, Que.

I do not consider that a salesman should be held directly responsible for collections. The province of a salesman is to sell goods for cash or to good credit customers approved by the management or the credit man of the establishment. In the ordinary country store there should be a very general understanding on the question of credits and in no case should goods be sold on credit on the same terms as for cash. On the contrary the terms should be very specific.

An average of three months or 5 per cent. off for cash is about the fair arrangement for the majority of general businesses to-day, and the salespeople should be instructed to make the terms clear and distinct to the purchaser, pointing out that paying cash means a saving of 20 per cent. per annum, and at the same time makes it possible for the merchant to give him better values and service. The management cannot blame his trade for asking to have goods charged where there is not the proper distinction and advantage made as between credit and cash. Have a system if you are doing a cash business. Sell for cash and one price to all. On the other hand, if you grant credit make your terms clear and distinct, taking proper care to keep your sales staff informed or insist that they, when in doubt, consult the proper authorities on the matter of credits. The day for slipshod methods is past and by installing a proper system we would do away with and solve the above question, viz., "Is a salesman responsible for collections?" and bring prestige to the business.

Yours very truly,

WILLIAM G. BROWN.

* * *

Clerks Should Not Collect

Ladysmith, B. C.

Under most circumstances salesmen should not be held responsible for collections.

The policy adopted by a firm I worked for is such that the salesman and the firm are both protected. The salesman who has an acquaintance or friend—or in fact any customer who has not had an account on our books—goes to the office, acquaints them of the fact that Mr. M. has bought goods to the amount of $6.00 and wishes them to be charged. If the office is not acquainted with customer and the clerk can inform them of the desirability of having so-and-so as a customer, then sanction is given and so the salesman is not troubled about work which the office has to do. Then again we have had cases of customers who were very slow in paying their bills, and ultimately when the office got after them and secured forced payment, they no doubt had no good feelings about the office but they still continued to buy for cash from the clerk they knew. There is no temptation to give indiscriminate credit when the sanction of the office has to be obtained.

Salesmen should not be asked to collect accounts. This is the work of the office and can be done best by them.

JOHN SUTHERLAND.

* * *

Depends on the System

South Vancouver, B. C.

I would reply that it all depends on the system that a store is using. For instance, some stores place the responsibility for their credit business on their bookkeeper and it is up to him to veto the sales before they go through. Though personally a clerk will lose prestige from having to collect a bill in some instances, in others he will collect considerably easier than an outsider would.

But I as a merchant would certainly never send a clerk, unless he was one of the juniors, to collect, except in a case where a man was leaving town or the vicinity. Then I would send the most likely collector and in nine cases out of ten that would be the merchant himself.

F. J. LANCASTER.

Does Not Favor Idea

St. Thomas, Ont.

I would say, certainly not.

When the office accepts the name of a customer as one worthy of having an account, I think the matter is settled as far as the salesman is concerned and I cannot see how any firm can expect him to be responsible for this account whether it is paid in good time or not. It may be that the customer is a personal friend of the salesman, but I cannot think that any business man would accept the name of anyone as being good for an account on the sole recommendation of a clerk whether she be a personal friend or not. And if they did then they should be willing to accept the responsibility themselves. A conscientious clerk is naturally there to increase business and he would be keen on getting his friends to do business with him, but if he thought he would be held responsible for any account any one of his friends may have charged, he would naturally not take the interest in his friends dealing with him on the chance of some expecting a favor at his hands. In this way his employer loses both cash and credit accounts. A rule enforcing that the acceptance by the office of any name coming through the recommendation of any clerk must be got previous to any sales made would prevent this.

I am sure it would be good policy on the part of employers to check any undue willingness by their clerks to promise either directly or indirectly to obtain credit accounts for their friends.

The credit system is a necessary evil and can only be run successfully by enforcing a reference from customer and I do not think any lady would be offended at the suggestion put in the most courteous way. I am quite aware that there are exceptions and that under some circumstances it is good policy to favor many (who have been good cash customers) occasionally. But the one fact is that the office staff should accept all responsibility for all accounts passed by them.

And I do not think that under any circumstances has any employer the right to expect any clerk to accept the responsibility of collecting any accounts which may have been charged up owing to his recommendation. In reference to the number of credit sales a clerk may have in any month, I cannot see why a salesman should be called down because he may possibly have had a run of customers who have accounts, more than usual, unless he has been using this method for increasing his sales, which can be easily checked by giving him credit for his cash sales only and for the credit sales when they are paid.

In order to obviate any wish to place any responsibility upon salesmen, it should be insisted upon that all goods to be charged must be entered at the office before the customer leaves the store. It is then up to the manager (if the office will not accept the name) to see the customer himself and not leave it to the clerk as is so often done, giving a loophole for any employer to call down his clerk who probably had not sufficient tact to handle a case like this.

F. J. THOMPSON.

* * *

All of us will make mistakes sometimes. The best of salesmen are not infallible. They may handle the credit side of their sales with rare judgment and discrimination in a majority of cases but occasionally will make an error and contract a bad debt. The very best of salesmen *and the best judges of human nature* will do this sometimes. When a salesman gets a few debts on the books which cannot be collected, it should not be taken as proof positive that his judgment is not sound. He may have handled an infinite number of other customers with great benefit to the firm.

The situation may best be summed up as follows: If a salesman shows that he possesses good judgment, the right to decide on matters of credit should not be withdrawn from him because he may have made a few slips. Furthermore, when he does make a slip—and the best of them will—the management should accept it as all part of the game:

If, however, these slips come too often, then the management have every reason to believe that the salsman's judgment is not sound. The course to pursue in such a case is to withdraw from the salesman the right to extend credit, instructing him to refer customers to the management.

If he then, contrary to orders, extends credit and has accounts turn out "N.G.," the firm might be justified in holding him responsible to the extent of asking that he assist in collecting the account.

In few cases, however, would this be advisable. The point raised by our second correspondent is a good one. The salesman might prove a very poor collector and the firm would gain nothing but the ill-will of the customer—and the discontent of the salesman.

Gave a Bonus

Saskatoon, Sask.—Following out a custom established by Mr. Cairns some five years ago, all the selling staff of the Cairns store receive a percentage on all sales they make during the two weeks preceding Christmas, the period during which the store remains open in the evenings. The store is reported to have broken all records in its Christmas business.

Virden, Man.—Scales & Carscadden are moving their men's department into a new store. Prior to the moving an "extension sale" is being held.

Join the bo

Thirty-Three Va

Handsomely Engraved Silver Loving Cup.

10 Gold and Silver Medals.

Cash Awards.

2nd Annual Contest 1913

OPEN TO WINDOW TRIMMERS, CARD-WRITERS AND ADVERTISERS

Awards to be made at the August Convention, Canadian Window Trimmers' Association.

C. W. T. A. Window Decorating Contest.

Classification of Prizes:

Class 1—Annual Grand Prize.—Silver loving cup, suitably engraved, for the best six displays, original window and unit trim photographs submitted by contestant during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

ORIGINAL WINDOWS.

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

MERCHANDISING WINDOWS.

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

HOLIDAY OR OPENING WINDOWS.

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

MEN'S WEAR WINDOWS.

Class 5—Open to men's wear trimmers of Canada.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

ys this year

luable Prizes

FLORAL DECORATIONS.

Class 6—

1st Prize - - - - - $10
2nd Prize - - - - - $ 5

For best window or interior decoration, artificial flowers being used.

BEST COUNTER OR LEDGE TRIM.

Class 8—

1st Prize - - - - - - $5

For the best arranged overhead or counter trim of merchandise from any department.

BEST GROUPING OR DRAPES.

Class 7—

1st Prize - - - - - $5

For the best display of drapes or ready-to-wear grouping arranged in the department windows or cases.

BEST BACKGROUNDS.

Class 9—

1st Prize - - - - - - $5

For the best background setting used during the year, for anniversary, opening or sale.

TERMS OF CONTEST:

(a) Trimmers are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.
(b) Any number of photographs can be submitted, but one view only is necessary to enter competition in any class.
(c) Photographs must be of this year's work, since August 1st, 1912, and must not have been submitted in any other contest.
(d) All photographs to be forwarded to the secretary by August 1st, 1913. Pictures will be returned to contestants after the Convention, if requested.
(e) Contestants must give detailed description of windows, color scheme and general plan, cost, etc., marked on back with name and address, and whether for Annual Contest. Class number must also be designated.
(f) All windows to be judged under numbers, any identifying marks must be removed.

C. W. T. A. Cardwriting Contest

CLASS 1—FANCY WINDOW CARDS (General).
First Prize—C.W.T.A. Gold Medal.
Second Prize—C.W.T.A. Silver Medal.

CLASS 2—AIRBRUSH CARDS.
First Prize - - - - - - Cash $5.00
Second Prize - - - - - Cash $3.00

CLASS 3—ORIGINAL HOLIDAY CARDS
(Christmas, Easter, Thanksgiving).
First Prize - - - - - - Cash $5.00
Second Prize - - - - - Cash $3.00
Third Prize - - - - - Cash $2.00

CLASS 4—PLAIN SALE CARDS (General).
First Prize - - - - - - Cash $3.00
Second Prize - - - - - Cash $2.00
Third Prize - - - - - - Cash $1.00

CLASS 5—ALL PEN LETTERED CARDS.
First Prize - - - - - - Cash $3.00
Second Prize - - - - - Cash $2.00
Third Prize - - - - - - Cash $1.00

CLASS 6—PEN LETTERED PRICE TICKETS.
(In groups of six)
First Prize - - - - - - Cash $2.00
Second Prize - - - - - Cash $1.00

CLASS 7—AIR BRUSH PRICE TICKETS.
First Prize - - - - - - Cash $2.00
Second Prize - - - - - Cash $1.00

TERMS OF CONTEST:

(a) Cards entered must be first used in merchandise displays.
(b) Not more than two cards to be entered in class 2, and 4. Not more than three cards to be entered in class 3, and not more than six cards in classes 1, 5, 6, and 7.
(c) No air brush cards to be entered in any class except 2 and 7.
(d) No contestant can enter more than three classes.
(e) All cards must be of uniform size. None larger than half and none smaller than 1-16 of regulation sheet 22in.x28in.
(f) No card to be entered in more than one class.
(g) Each card must bear the number of class in which it is to be entered, but not the contestant's name and must be sent not later than August 1st, 1913.

C. W. T A. Advertising Contest

CLASS 1—GOOD ADVERTISING.

First Prize - - C.W.T.A. Gold Medal Second Prize - C.W.T.A. Silver Medal

Awarded for the best all-round advertising, including general publicity opening and sale announcements.

TERMS OF CONTEST:—

(a) Announcements must have appeared this year.
(b) All copy must be original.
(c) Not more than six examples to be entered in contest. (d) All ads. to be judged on points: 1—Editorial and descriptive text; 2—Layout; 3—Typographical effect; 4—Originality of ideas.

Contestants must be members of the C.W.T.A. and staff employees in Canadian stores.
Contests close August 1st, 1913. The award committee decisions to be final.
All photographs, show cards and advertisements to be available for publication in Dry Goods Review.

Canadian Window Trimmers' Association

143 University Ave. **Toronto**

Christmas display in store of Thornton & Douglas, Stratford.

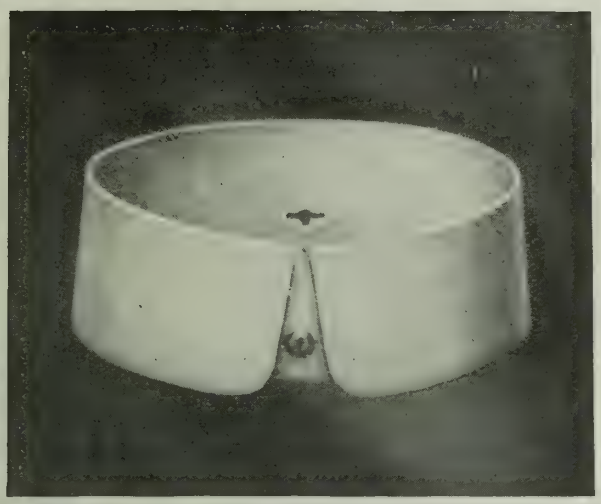
Creditable Christmas Window Trims.

The accompanying displays were arranged for the last stage of the holiday rush in the store of Thornton & Douglas at Stratford by Percy Curzon and G. McPherson. It was in reality one display but the extra length of the store front made it impossible to take both sections in one photograph.

Overcoats and suits were used for the background with Christmas novelties and suggestions filling in the foreground. Sprays of holly were used for decorative purposes.

These displays have many features which commend them, the strongest being that they proved to be splendid sales-getters. Direct results were traced.

Display shown at same time as above in Thornton & Douglas store.



Push "Arlington" Collars

to an unlimited profit for yourself and unbounded satisfaction for your customers. They produce a paying collar business and popularize your store with the best trade. Because Arlington Collars look like pure white linen, wear better, do not turn yellow, or require laundering. Finest waterproofed linen collars on the market, made in six different grades, each superior to any other make at the same or any price. Send for samples of 1913 styles.

The Arlington Company
of Canada, Limited

58 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

"KING EDWARD" SUSPENDERS

Retail 50 C. Price

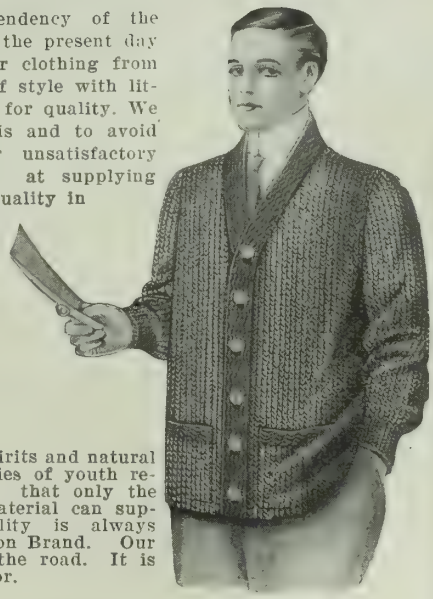
Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

Youth Demands Style and requires quality

The growing tendency of the young people of the present day is to select their clothing from the standpoint of style with little or no regard for quality. We have realized this and to avoid complications or unsatisfactory results we aim at supplying both style and quality in

Dominion Brand Sweater Coats



The exuberant spirits and natural strenuous activities of youth requires a quality that only the highest grade material can supply. This quality is always found in Dominion Brand. Our line is now on the road. It is worth waiting for.

A. BURRITT & COMPANY
DOMINION MILLS
MITCHELL -:- -:- ONTARIO

Checking Fire Losses in America

The Loss in the United States and Canada is much larger than in European countries, owing to legislative laxness and individual carelessness—Some appalling figures—Methods of prevention outlined—Buildings must be properly fireproofed and windows protected.

WHY is it that the fire loss in European countries is about 30 cents per head, while in the United States it is $3, and in Canada $3.07?

Why is it that Berlin's fire loss is about $200,000 a year compared to Chicago's $5,000,000, while Berlin only pays $300,000 for fire protection and Chicago pays $2,000,000?

Why does New York pay $5,000,000 for fire extinction and $18,000 for fire prevention, when the figures perhaps might be reversed?

These figures are approximately correct and the questions asked become of extreme importance, indicating as they do that there is something radically wrong with conditions in this country and the United States.

THE MERCHANT'S DANGER.

The danger of loss by fire is the greatest that the retail merchant faces. It is always pressing; a menace from which there is no escape. It is probably true, however, that few merchants actually realize that conditions in America are so bad and the figures in the accompanying article will serve as an eye-opener to many.

The merchant is vitally interested in the work now being undertaken to relieve conditions and reduce the fire loss.

What that something is was shown by Franklin H. Wentworth, secretary of the National Fire Protection Association, in the course of an address before the Manufacturers' Association at Toronto. Briefly, the excessive loss from fire in America is due to the carelessness and indifference of the people and the faulty methods of prevention arising out of this public apathy. A brief resumé of some of the striking points that Mr. Wentworth made will be interesting.

The first inkling of the enormity of America's offence in the matter of fire prevention filtered into men's minds about the time that a number of men got together in Boston to carry on a campaign for the standardization of sprinkling apparatus. Prosecuting their work, they ran into a most amazing labyrinth of difficulties arising out of the fact that there were no standards in the United States for anything. Wires could be put up anywhere or in any fashion. There were no rules governing the proper wiring of buildings, no regulations covering material to be used. Every building was more or less of a fire trap. Appalled at what they had found the members of the association saw that a wide field of activity lay before them—educating the American people to a sense of their danger and unpreparedness.

Mr. Wentworth told in a somewhat humorous vein of the difficulties they experienced. The people were indifferent almost to the point of being callous. Newspapers consigned the matter sent them very promptly to the waste paper basket. Finally, some newspapers have taken up the question and much good has resulted from the publicity given. Sensible ordinances are now being passed in a number of municipalities and it begins to look as though the immense yearly ravages of the fire fiend would be checked and, perhaps, in time stemmed.

A few facts quoted from Mr. Wentworth's lengthy and graphic address will serve to set forth the situation exactly as it stands today. The fire loss in the United States yearly has averaged $25,000,000 for the last twelve years. Brought down to fractions of time, every minute for the last twelve years has seen the destruction of property valued at $500. This has been due primarily to the fact that growth has been very rapid and natural resources have been seemingly inexhaustible. In the United States and in Canada, the need of conservation has not been felt and it is only within the last few years that any suggestion of the need has been heard. It is not hard to find whole tracts of land from which the timber has been stripped, left unused without any attempt being made at reforestation.

A still greater reason has been the almost inexplicable degree to which the carelessness of private individuals has been carried. In Germany, there is one place in the household where matches are kept, and one has to go to that place to get a match. In the American or Canadian household, matches are everywhere—on the kitchen table, on mantles, on dressers, in every old coat or vest in the place. If a man cannot put his hand out anywhere in the dark and find a match, he becomes indignant and disgusted. The result is that rats gnaw them, children play with them and fires are breaking out all the time which can be traced directly to the careless handling of matches.

But this is only one evidence of the average person's carelessness in the matter of fire. Men dump hot coals against board fences, they start bonfires near their neighbors' houses, sometimes—less frequently though—near their own. They send up

"DEACON" SHIRTS

Flannel Shirts For Fall

For Fall, 1913, we are showing a selection that excels our best efforts in former seasons.

Our Staple Lines are, of course, continued, but, the new attractive designs in Fancy Flannels, Wool Taffetas, etc., are only to be seen to be greatly admired.

High Grade Flannels are in good demand and we are prepared to meet the needs of the trade whose customers demand the best.

Made in all styles—closed or coat style body—with reversible, separate or attached collar.

At prices ranging from $9.00 to $36.00 a dozen—to suit all demands.

You owe it to your business to see our line before buying for Fall.

The Deacon Shirt Co.

BELLEVILLE .:. ONTARIO

Knit FOR BEAVER BRAND Goods MEN

Style No. 4675

The Ballantyne Sweater Coats for 1913 show all the new ideas brought out for the coming season. Nothing is left out that will please the patrons of the store handling the famous Beaver Brand Knit Goods.

Our line for 1913 has been carefully arranged, and the standard Beaver Brand quality prevails throughout the range. Every number is a live wire value. Every style is a sure winner.

Write now for Samples

R. M. BALLANTYNE
LIMITED

Manufacturers of Beaver Brand Knit Goods

STRATFORD, ONTARIO

toy balloons which drip sparks of fire. They seize upon festive occasions as an excuse for introducing all manner of inflammable material into stores and houses. They smoke everywhere—and throw lighted matches around promiscuously and daringly.

Fire has become so common in America that it attracts no attention. In European countries, if a conflagration occurs which creates a loss running up into the hundreds of thousands, there is at once a demand to know how it came about that such a fire could occur, what were the reasons, how the possibility of similar fires should be dealt with, and so on. In America, hundred-thousand-dollar fires are so common that, if a man picks up a paper which does not contain word of at least two or three, he thinks the day's news dull and uninteresting. Public interest or indignation can be aroused nowadays only by a disastrous holocaust.

ALL MUST BEAR THE LOSS.

The most significant part of it is that the loss is borne by everyone. The tax is indirect but it is there. Manufacturers have to put a margin on the price of their goods to cover the possibility of loss by fire. When a person buys a piece of cotton, the price paid covers fire tribute to the extent of a certain percentage. When Baltimore and San Francisco were wiped out, the loss was not borne by the people of those two cities. Boston and Toronto are still paying for Baltimore and San Francisco; in the future Baltimore and San Francisco may pay for Boston and Toronto.

Statistics prove that the tribute paid per capita each year for fire losses is $3. If a collector came around on a blue Monday and demanded from the head of a family of five the sum of $15 to pay the family's share of the fire loss pater familias would be forcibly initiated into a belief of the seriousness of the matter. Nevertheless, every man is paying it just the same, year in and year out.

THE DANGER OF HIGH BUILDINGS.

Big cities are increasing the danger by the building of skyscrapers. New York is no longer a city—it is a disease. Towering buildings, reaching forty and fifty storeys into the sky, are increasing the fire risk materially. What could be done if fire broke out on the fiftieth storey of one of these skyscrapers? As a fire captain once put it, nothing could be done because firemen were not trained "to fight fire in heaven." This tendency toward high buildings is one of the most dangerous elements in the situation.

And the remedy? There is but one remedy and it is gradually being recognized and applied—Prevention.

The most important phase of measures of prevention is to have buildings properly equipped against fire. A properly fireproofed building will serve as a buckler, holding back the advance of even the most vigorous conflagrations and shielding other buildings from the flames.

New York—or any other city—could be made fireproof if the windows in all the buildings were protected. Flames cannot take hold on walls of metal, brick or concrete but they lap through the windows and catch on the woodwork within. A properly constructed building should have metal casings for the windows, standard shutters, metal screens and wire mesh for the windows. Roofs should be fireproofed. Only by such means is it possible to secure a reasonable degree of immunity from fire. New York has become so thoroughly aroused to her danger that metal shutters are being installed at the rate of 1,000 a week.

Season's Records Broken

Vancouver, Jan. 6.—Though money was somewhat tight at Christmas time, the consensus of opinion amongst the stores is that there never was a period in the history of Vancouver when there was such wholesale buying, not indiscriminately, but with a view to meeting the tastes of a large circle of patrons. It proved a time of harvest not only for the large concerns but also for the smaller dealers in the outlying districts of the city.

"We have not had such a keen demand," remarked the manager of Woodwards, when asked for a comparison between Christmas of 1912 and the same date of the previous year, "as there has been at the festive season of 1912. The tendency nowadays is not to make purchases down town, as so many persons think, but to patronize those smaller stores that are located in the outskirts of the city and who are not in a position to handle the large stocks that firms such as we are, do. The result is that it has been a boom time for us all."

When seen on the same subject Mr. Bishop, the manager of Spencer's, Ltd., confirmed what had been already stated by Woodwards. He added that to a great extent these small stores were the feeders for the districts in which they were situated and that they were in a measure dependent on them as distributors for their goods.

He emphasized the fact that at Christmas this had been exemplified in a manner that left no doubt of this and at the same time they helped to relieve the congestion in the down-town stores.

A satisfactory Christmas from every point of view is the tale told by the dry goods representatives despite the scarcity of money, or to be more correct, the want of circulation. Prices were well maintained all round. Needless to say, quality was well represented.

IMPERIAL BRAND
PURE WOOL UNDERWEAR

Your stock will not be complete until you have selected a few lines from the Imperial Brand range of Pure Wool Underwear.

Imperial Brand is just a shade better than the best of other lines. It is the standard.

We are specialists in Men's Natural Wool, Men's Elastic Knit, Men's High Grade Imperial, Men's Double Thread Balbriggan.

Our line is now on the road and will be offered to you shortly.

Don't miss the opportunity to compare our values with others.

Present delivery orders attended to promptly.

Send for samples.

KINGSTON HOSIERY COMPANY

Established 1880

Kingston, Ontario

STAR
BRAND
EASTER
NECKWEAR

The early Easter means the necessity for early Neckwear buying. Our representatives are out with a complete range of the new Easter lines and will call on you shortly. The range is well worth a few moments of your time taken in inspection. Have a look through.

OUR FALL UNDERWEAR

Is also in the hands of our travelers. Place your Fall underwear orders now. Star Brand values are hard to equal.

VanAllen Company

LIMITED

Hamilton, - Ont.

The Importance of Show Case Display

THE scope of the display trimmer's work has been considerably widened of late. There is now quite as much opportunity to display skill in the arrangement of interior units and showcase displays as in the trimming of the store windows. In the best stores, the contents of each showcase have been just as carefully arranging, with an eye to color blending and effective display, as the goods in the windows.

Showcase displays are window trims in miniature. Only smaller lines necessarily enter into the make-up, but each article has to be carefully placed and the trimmer has to take just as much care to perfect his general "ensemble." A showcase display often attracts just as much attention as a window trim. This is particularly true at this time of year, when the cold weather diminishes to some extent the usefulness of the window display. Customers who enter the store will always give attention to a clever showcase trim and many extra sales are effected thereby.

A splendid sample of a showcase trim is prsented in above. The arrangement here is very neat and artistic, neckwear lines being shown to good effect. The placing of the ties, while not new, is effectively done, a particularly good point being the puffed out ends to show the full width of each tie. A partial background is provided by the use of leaves and flowers.

The real merit of this display consisted, however, in the color scheme, and is thus not apparent in the picture. Harmoniously blending, the colors used fitting in together and made this display one of unmistakably artistic merit. It was trimmed by R. K. Dallamore, with Hickey & Pascoe, Yonge Street, Toronto.

TURNBULL'S
MAKERS OF THE FAMOUS "CEETEE" PURE WOOL UNDERWEAR

The demand for CEETEE Underwear is steadily increasing and we are working might and main to make 1913 a banner year in sales.

We are spending thousands of dollars in placing CEETEE Underwear before the public. We have created the demand and guarantee satisfaction.

If you have already sold CEETEE Underwear you must know the joy of handling a superior, guaranteed and well advertised product. Every sale is repeated year after year without effort on your part.

If you have not sold CEETEE Underwear this is your opportunity to stock it and secure your share of the big profits and customer satisfaction that attend the sale of CEETEE.

Our travelers are just starting out with a full line of all our CEETEE Underwear. They will demonstrate to you the CEETEE Underwear and guarantee.

Made in all sizes and weights for Men, Women and Children.

THE C. TURNBULL CO. OF GALT, LIMITED
MANUFACTURERS

GALT - - - ONTARIO 662

Also manufacturers of Turnbull's high class Underwear for Ladies and Children.
Turnbull's "M" Bands for Infants and CEETEE Shakerknit Sweater Coats.

Canada's Knicker House

Three factories devoted to the manufacture of

THE "LION" BRAND OF BOYS' KNICKERS AND BLOOMERS

With the facilities we enjoy in our three factories, we are in a position to turn out work consistent with the very highest values on the market.

We are boys' knicker specialists, and as such give values that cannot be equalled in the trade in boys' knickers and bloomers.

Build your boys' business with the "Lion" Brand foundation.

The Jackson Mfg. Co., Clinton

FACTORIES:
CLINTON GODERICH and EXETER

PIM'S
IRISH POPLIN

For Distinction, Refinement, Durability, select

PIM'S IRISH POPLIN TIES

They are the most fashionable Ties obtainable, and present a wide range of tasteful designs in self colors, stripes, etc.

Wholesale—PIM BROS. & CO., Irish Poplin Manufacturers, William Street, Dublin.

Canadian Agents—Hyndman Commission Co., 156 Lombard St., Winnipeg. Thomas Brophy & Sons, 41 Herald Bldg., Montreal.

Advertising the January Clearance Sale

Some essential features of special sale advertising—Exaggeration should be avoided, but the copy should be prepared with a view to enforcing general attention—The importance of price quotations.

CHIEF interest will centre for some time now in the advertising of the special clearance sales which will be held in a great many men's wear stores. A special sale necessitates special advertising efforts. To attempt to stage a sale without investing a certain amount of coin of the realm in printers' ink is highly fatuous and short-sighted. The idea behind the sale is to stir up trade from everyday proportions and create a largely increased demand for certain lines. It stands to reason that if the dealer expects the public to take an enlivened interest in his store, he must do something to arouse that interest.

An important essential is that the advertisement should be made sufficiently conspicuous to attract the attention of everyone: and to achieve this result it will be necessary in most cases to use good-sized space.

Still there is no reason why the special sale advertiser should go to the extreme in this respect. It is a common practice for sale announcements to be written in lurid syle and printed in type of enormous size. The headlines seldom vary. Here are some of them:

Unprecedented Opportunity!
Selling Below Cost!
Immense Stock Reduction!

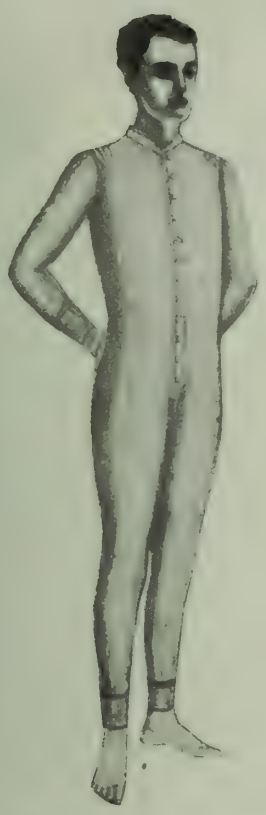
Advertisements of this nature often serve to defeat their own ends. They are too flamboyant in style and too heavy in construction. An exaggerated claim is never accepted at its face value. While the special advertiser must make a certain amount of noise in the commercial world, he need not become stentorian and raucous.

Yes, good-sized space should be used and bold type should be pressed into service. The announcement must "stand out." At the same time, the announcement should not be entirely lacking in dignity and, what is even more important, it should possess the elements of originality. Nothing original results when a man tries to write a headline which

The chief fault to be found with this advertisement is from a typographical standpoint. The introduction of so black a letter in limited space (two columns wide) has given the advertisement a crowded appearance. In view of the small amount of reading matter, this could very easily have been avoided. Another fault is the introduction of several different series of type.

One objection to the copy used is that it is hard to follow. The printer is partly at fault for this.

This is an attractively made up advertisement which has dignity to recommend it to discriminating buyers. The heading, however, is lacking in strength inasmuch as it does not make clear the nature of the goods for sale. "Clearing sale of men's clothing" would have been more effective. The typographical appearance of the ad. would have been improved had a wider margin been allowed on both sides of the reading matter.



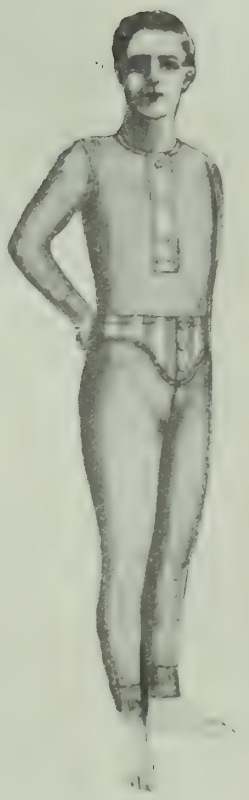
Dr. NEFF'S UNDERWEAR

Is Underwear Beyond Compare

IT has the fit, the finish, the wearing qualities, and, what is of supreme importance, the "feeling," which goes with a desirable article of wear. In short, it has those selling essentials which will bring business to your department.

Dr. Neff's Sanitary Underwear can be purchased in Ontario from MOSEY & URQUHART, Manufacturers' Agents, Toronto, and from J. W. PECK, Winnipeg and Vancouver.

The popular Maple Leaf Brand can be secured from all leading wholesale houses. This has been a favorite brand for the last four or five years, and it would be well to see samples before placing your order.



Thos. Waterhouse & Co., Ltd.

INGERSOLL ∴ ∴ ∴ ONTARIO

HAROLD F. WATSON, WELDON & CO., SELLING AGENTS
CORISTINE BUILDING, MONTREAL

Wreyford & Co. Romain Bldg., TORONTO

Wholesale Men's Furnishers

Dominion Agents for following Manufacturers

Young & Rochester, London

Shirts, Collars, Neckwear, Flannel Trousers, Blazers, House Coats, Travelling Rugs. Y. & R. Dress Shirts at $12.50, Dress Vests at $15.00 and $21.00; always in stock.

Tress & Co., London

High Class Hats and Caps. Specialties, The "Mascot" "Lothian" "Talma."

Best values in English Straw Hats.

Cohen & Wilks, Manchester

"Aquatite" Coats—proofed in the yarn—Homespuns, Gabardines, etc., for city wear, Motoring and Sports.

NOW IN STOCK!

English Coat Sweaters with or without collar, Woollen Gloves, Knitted Silk and Wool Mufflers.

THE "FIT-RITE" SUSPENDER

Perfect Fitting, Comfortable Easily Adjusted at Five Different Points

This invention paves the way to a most satisfactory suspender business.
It combines comfort and durability in a practical and scientific manner that it has always proved a seller.
This brace is made of best quality elastic web fitted with heavily nickelled brass wire clips and Jap tanned leather ends. It is guaranteed against breakage. Gives perfect freedom of action.
Write re display rack proposition.
Write for prices today.
We make gent's garters, armlets, and all kinds of suspenders, and leather belts.

Made and Sold by

The Canadian Suspender Manufacturing Co.

92 PETER ST. TORONTO

A
CLEARANCE
SALE OF
Smoking Jackets
Dressing Gowns
And Bath Robes
READ THE PRICES
Smoking Jackets of all kinds in soft warm vicunas and
SALE PRICES, $3.75, $4.75, and $6.75
WOOL DRESSING GOWNS
Made in soft vicuna cloths with girdle to match, and nice
SALE PRICES, $5.50, $7.50 and $9.50
BATH ROBES
In warm velours, nice designs, buttoned close to neck.
SALE PRICES, $3.50, $4.50 and $5.50
Better Procure One at These Low Prices
J. N. HARVEY, Ltd.
614 Yates Street, Victoria
LOOK FOR RED ARROW SIGN

On the whole this is a neat ad. with a good share of sales-making strength. The illustration is sufficiently attractive to arrest the eye. The quoting of prices is a strong feature of this advertisement and one cannot doubt that the announcement of clearance values had the desired effect.

The type arrangement is not all that could be desired, however. A headline right across the top would have added strength. The space alongside the cut could then have contained an announcement of the reason for the sale set in medium size type.

will impress on the public that the sale is to be wonderful and peculiarly epochal. Unable to find words to adequately tell of the stupendous bargains he intends to offer, he generally ends up with something like this:—

"Unprecedented Opportunity!"—set up in 96-point Mammoth.

Why not a sane statement of the real facts of the case. Originality can then be obtained and the announcement has more weight.

QUOTE PRICES.

It is, of course, absolutely essential that prices should be quoted. In a special sale it is the price which attracts. Prices should, therefore, be made the real feature of the advertisement. No amount of descriptive matter, telling of the great value of the goods, will take the place. Prospective purchasers want figures, not figures of speech.

USE ILLUSTRATIONS.

It is advisable to use illustrations. Cuts brighten an ad. and, in the case of a special sale advertisement, they help to make it attractive.

Travelers Hold Banquet

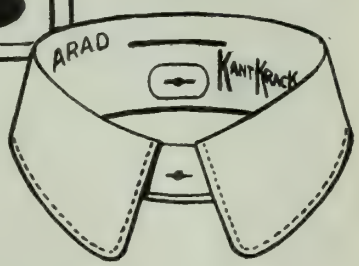
Montreal, Que.—With guests at the table of honor including some of the most prominent Canadians in public life in both political parties, the thirty-eighth annual banquet of the Dominion Commercial Travellers' Association December 23 at the Windsor Hotel, was made the occasion of addresses in which men of both political faiths vie with each other in expressing a common devotion to Canada and the Empire, and a common faith as to the high destiny which Canada is bound to assume within that Empire.

Tributes were paid by each man who spoke as to the great benefit to the Canadian national life wrought by the eight thousand Knights of the Grip who formed the membership of the association in penetrating to every city and hamlet of the Dominion, taking with them and scattering everywhere the results of their broader opportunities for acquaintance with social, moral and political questions. The suggestion by the Hon. J. D. Hazen, Minister of Marine, that they should move as an association to try to secure some means by which at election times they would be able to express their opinions at the polls whether the demands of business required their absence from home or not, was received with great applause. Four hundred attended the banquet.

The chairman for the evening was J. B. Giles, and H. C. Wilkins acted as toastmaster. On either side of the chairman were Hon. Chas. J. Doherty, representing Hon. R. L. Borden, Premier of Canada, who was unable to be present, and Sir Wilfrid Laurier, leader of the Opposition. Others at the head table were J. M. Fortier, president of the Dominion Commercial Travellers' Association, Hon. Louis Coderre, Hon. J. D. Hazen, Herbert B. Ames, M.P., Hon. Geo. P. Graham, C. C. Ballantyne, Charles Gurd, retiring president, Lieut.-Col. A. E. Labelle, Captain Demers, L. M. Levine, J. N. S. Dougall, the last two representing the Canadian Manufacturers, A. Balski, representing the Chambre de Commerce Francaise.

Regina, Sask.—The men's furnishing store of J. W. Creswell, which has occupied its present stand on South Railway Street for several years, will remove into new quarters on Hamilton Street early in the Spring.

KANT KRACK COATED LINEN COLLARS



Never Fail to Satisfy

The weak points found in many makes of waterproof collars are unknown in "KANT KRACK" because these points are reinforced in such a way that they are made really the strongest. There is satisfaction for the wearer in every "KANT KRACK" coated linen collar, satisfaction in appearance, comfort and wear. Allied with these is the no-laundry-bill point, which in itself is a big consideration to the wearer. Soap, water and sponge gives a clean collar always. *One grade only and that the best.*

(Made in Canada.)

The Parsons and Parsons Canadian Co.
HAMILTON -:- -:- -:- ONTARIO

"ARE YOU READY" FOR 1913?

Miller Brand Washable Clothing

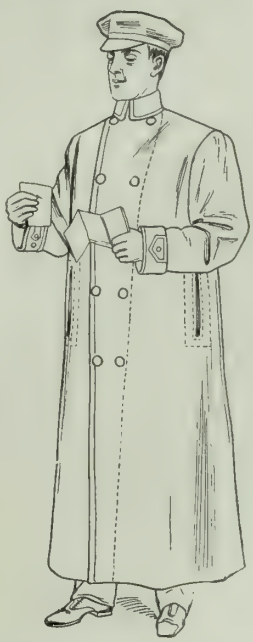
Place your orders early for your 1913 stock of washable clothing, **and get the business of the best spenders in your town.** We make all the special clothing used by Barbers, Waiters, Cooks, Butchers, Dentists, Doctors, Bartenders and Porters.

251

White Ducks, $9, $10, $12, $15 per doz.
Kahki - - - $11 to $15 "
Cream, Plain and Striped Serges - - - - $24 "

Full Dress Vests,
Fancy Vests,
Duck Band Uniforms,
Hospital Linen Supplies,
Club and Hotel Linen Supplies,

Abattoir Coats,
Surgeon's Gowns,
Ladies' and Men's Auto Coats and Dusters,
Duck Pants,
Carpenter, Butcher and Waiter Aprons



REPS and WATERPROOF
Grey, Brown, Fawn, etc.
S.B., - - - $18 to $36
D.B., - - - $30 to $60

MADE IN 5 GRADES
$10.50, $12.00, $13.50, $15.00 and $18.00 per doz.

We specialize on Militia and Cadet Uniforms.
Boy Scout and Girl Guide Uniforms and Accessories.
Anglican Choir Vestments and Geneva Choir Gowns.

The Miller Manufacturing Co., Limited, 251-253 Mutual St., Toronto

Samples of cards for use during February sales.

Showcards for Month of February

Making use of St. Valentine's Day—Odd lines can be cleared out by progressive methods—The mediums that will make store windows a strong selling force.

FRANK BOSTOCK, "The Animal King," once told the writer that one feature of good advertising was to take advantage of a situation or condition. Mr. Bostock was quick to see an unusual situation and equally quick to act in turning it to advertising advantage.

February is a sort of mid-Winter month, a sort of between-style-period that makes it difficult to advertise regular lines. But there is one little day in this month that can be taken advantage of and turned on the advertising wheel to possibly good results. That day is St. Valentine's. You will find it is possible to make a St. Valentine's window that is very attractive. The main feature of the decoration will be hearts. A large wooden rimmed heart can be made with the rim about 6 in. or 8 in. wide, leaving the centre of the heart clear. In this frame work, electrical light bulbs may be set. The woodwork of the heart may be finished in red, either paint or trimming material. The coloring and trimming of the window should be largely in red. On the heart rim and in the open centre may be shown ties, collars, gloves, handkerchiefs, shirts and other articles of men's wear. If the heart should be large enough, some special line of shirts may be displayed in the centre with a neat card hung immediately in the middle of these. On the wooden rim, between the lights, smaller articles may be displayed. Smaller hearts cut from red cardboard may be used judiciously in other parts of the window. On these may be put small articles of men's wear. Small price tickets cut in heart shape from red cardboard and lettered in white or black, will be very effective. Of course, this window is only good for a week at least. There are still three weeks more of February to be disposed of.

As this is a kind of between season month, would it not be wise to get rid of any of the hanging lines of Winter stocks to make room for Spring lines? There will be Winter gloves, underwear, scarfs, caps, Winter styles in hard hats and other lines that had better be gotten rid of now than later in the season. Divide the other three weeks up between these lines and reduce the price so they will go out rapidly. Call it a "February Sale," "Clearing Sale," "Odds and Ends Sale," or some other good name. Make use of plenty of good window cards and price tickets. We offer a few suggestions in designs and wording, but any of these may be changed to suit your own particular needs. The 75c card will answer nicely for a shirt window when the goods are all one price. This is distinctly a valentine card. The heart is made in red with a black background shading. The

A suggestion for a neat card.

TRADE MARK

Manly Gloves, manly appearance, manly feel, manly wear

THOUGH fine in appearance and of elegant finish, "Perrin's Men's Gloves" never have that effeminate appearance that is often noticed in men's fine gloves. "Perrin's" Men's Gloves are purely mannish in style, feel and wear.

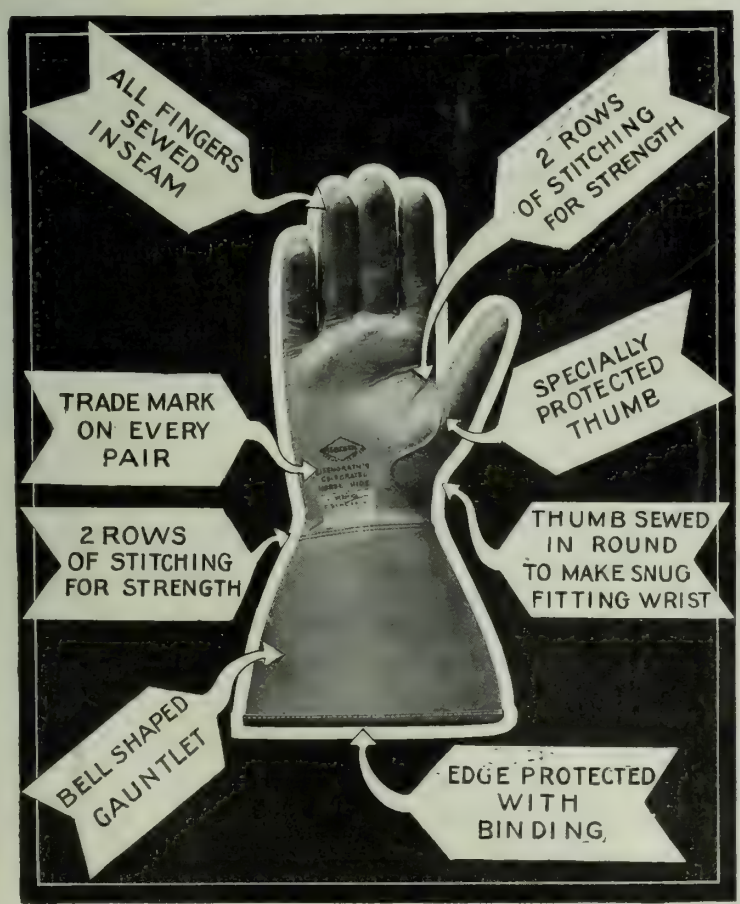
The trade of the glove-particular man is a very desirable trade to cultivate, for men who are careful in their glove selection are particular about their choice of other clothing and accessories, and price is little or no object.

"Perrin's" Gloves range in price from $1.00. Beware of imitations.

Sell "Perrin" Gloves for Profit and Satisfaction

PERRIN FRERES & CIE.

28 Victoria Square - - Montreal


ALL FINGERS SEWED IN SEAM
2 ROWS OF STITCHING FOR STRENGTH
SPECIALLY PROTECTED THUMB
TRADE MARK ON EVERY PAIR
THUMB SEWED IN ROUND TO MAKE SNUG FITTING WRIST
2 ROWS OF STITCHING FOR STRENGTH
BELL SHAPED GAUNTLET
EDGE PROTECTED WITH BINDING

Business Builders

Every Glove and Mitten

bearing the "Asbestol" stamp of QUALITY and WORTH can be relied upon to develop a permanent customer.

A special tanning process—exclusive with us—renders the leather soft and pliable, making the "Asbestol" gloves and mittens proof against the ill effects of steam, water and heat.

Your jobber will gladly supply full information concerning scores of good "feature" ideas well worth consideration.

(Glove shown here is No. 933 at $9.00 per dozen).

EISENDRATH GLOVE CO.

CHICAGO, ILL.

arrow can be made in white. The small lettering is black. The figures can be either in black or white and shaded in some subdued color.

The 37c card is a "Tie" card, but can be adapted to any other line. Coloring is the same as the 75c card, but the youngster can be multi-color in make up—red, yellow and blue worked in to your own liking.

A comic card to be used before St. Valentine's Day.

The February Sale card is an air brush design. The columns are in grey stone color. The words, "February Sale," are in red and shaded in grey. Other letters are in black.

The glove card may be done in colors to suit your own taste. The card becomes very effective if cut out around the figure.

The 69c card is a shield design done with an air brush. The lettering and figures in red and shaded in grey.

By adapting these ideas in some measure to your February trade we think you will find them beneficial.

—⚙—

Modern Garb for John

Chinese edict commands men to dress according to Occidental ideas—Women must abandon trousers and dress as the women of Western civilization do.

President Yuan Shih Kai of the new Chinese Republic has ordered the trousers off 120,000,000 women between Pekin and the Yang-tse Kiang and at the same time has forbidden 200,000,000 men, excluding mandarins and scholars, from wearing skirts.

This is a topsy-turvy world. Nearly 10,000 women in the United States are committed to the exactly opposite theory of dress. These supposedly most advanced of hygienic dressers want some form of bifurcated garment for the women of the United States.

Now the oldest civilization in the world abandons its long-time adherence to skirts for men and trousers for women, and issues an official edict compelling Chinese men and women to dress in the occidental fashion.

HERE'S THE EDICT.

Here are extracts from the edict issued by Yuan Shih Kai and placed in the hands of Yung Yew, Chinese Consul at San Francisco.

HATS—Men shall wear the hat known as "derby" for informal dress, and the hat known as "stovepipe" for formal dress.

SUITS—Men shall wear such clothes as are known in other countries under the style of "business suits," for informal dress, and shall adopt the dress known as "full" for formal occasions.

SHOES—Men shall wear "shoes" as worn with the aforementionad clothing in occidental countries, to wit: Low tan shoes, high calfskin or other leather shoes, or patent-leather shoes for "full" dress.

Here is a synopsis of the edict as it concerns women:

HATS—None prescribed.

SUITS—Women shall wear "house gowns" designed upon similar lines with a view to comfort and utility for household uses.

FORMAL SUITS—Women shall wear for ordinary receiving the garment known as shirtwaist and skirt, commonly used in occidental countries.

DRESS SUITS—Women shall wear moderate negligee for ordinary evening functions and full evening dress for attendance upon state functions.

SHOES—Women shall wear shoes instead of native footwear, said shoes to be in conformity with the occasion's demand and with a view to consistency in habit.

—⚙—

Thessalon, Ont.—S. C. Bateman, men's furnisher, is moving to Lethbridge, Alta.

Claresholm, Alta.—C. J. Braren is holding a stock-reducing sale in men's furnishings—the second in eight years. He has taken two full pages in the local paper to advertise the event.

Vancouver, B.C.—A deal has been consummated whereby James G. Potts and Stanley McLeod have become proprietors of the old-established men's furnishing business formerly known as the J. Danaher Co., Ltd., with premises located at the corner of Pender and Granville.

THE dyers' strike in France just settled. The dyers' strike now on in England added to the congested state of the market, the higher prices for all raw materials makes this a most difficult season to cater for.

In face of these disturbances we would strongly advise anticipation for a good, long time ahead as no matter how soon these unfortunate delays come to an end, it will mean very late deliveries and higher prices.

We have large stocks on hand in every department and have been very fortunate in our arrangements with dyers and finishers outside of those affected by the strike, so that we should be of more than usual value to makers and dealers in all kinds of woollen fabrics for both men and women.

Nisbet & Auld, Limited

32 & 34 Wellington St. W. - - - Toronto

S. D. COLLARS

Are Gaining Ground Every Day

because of their stylish, real-linen appearance, their comfortable fit, and their great durability.

They are real linen collars with the laundry bill omitted. They are just as serviceable as rubber collars without the breakage and odor. Made in three qualities.

Linolo (Interlined)	at	$2.00 List
Lima	"	1.50 "
Peerless	"	1.25 "

Made in linen, gloss and dull finish. Sizes, 12-18.

Write for catalog and discounts to-day.

The Smith-D'Entremont Co., Limited
1475-77 Queen Street West - - Toronto

Every Ambitious Merchant

SHOULD READ

SALES PLANS

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

PRICE $2.50

All Orders Payable in Advance.

TECHNICAL BOOK DEPARTMENT
MacLEAN PUBLISHING CO.
143-149 UNIVERSITY AVENUE :: TORONTO

The Financial Situation

THE latter part of 1912 was characterized by tightness in the money markets. Some were inclined to read into the financial situation evidences of impending depression. The tightness was due, however, to many causes and was not in any sense the result of unsound industrial conditions.

There is to-day evidence a plenty that the year 1913 will be extremely brisk from the standpoint of trade and commerce. Nevertheless, it is anticipated that there will be no marked improvement in financial matters. There is every reason to believe that money will continue scarce, due to the excessive demands which will be made. The financing of the war in the Balkans will create a strain on financial resources which will be felt in the sources upon which Canada leans to a great extent for financial assistance.

Another reason—and an important one—is the fact that the crops have not brought in the volume of money that was anticipated. United States crops broke all records for size and yet, contrary to all expectations, the increase in gross value over the 1911 crops is only 1.2 per cent., according to estimates of Bradstreet's.

Back of these outstanding reasons, looms up the all important fact that costs of living have increased enormously. This has reduced the margin of savings and, as the immediate result, has limited the amount of capital available for investment. In Canade there is reported to have been a decrease in savings deposits during the last few months, a significant sign of heavy individual expenditure. This tendency keeps money in circulation and stimulates trade, but the pinch is felt when it comes to financing the developments which increased trade necessitates.

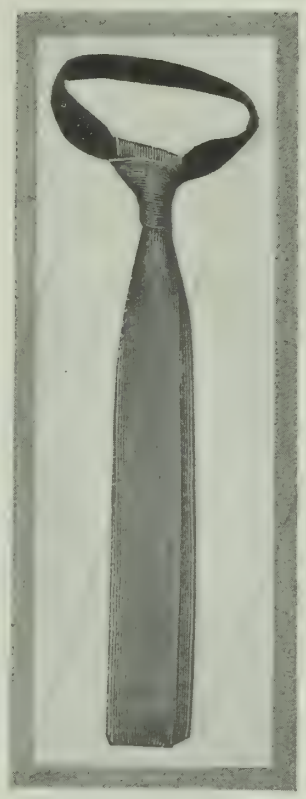
Financial authorities are predicting a year of comparative financial tightness, but are not drawing gloomy conclusions therefrom. A writer on The Financial Post says: "I believe the experience of the year 1913 will prove salutary with well-managed Canadian businesses. We have to some extent passed the stage of novelty in Canada's great development, and seem more in the mood for sober second thought, and so it would seem that, on the average, business methods and projects will be thought out rather more coolly than they have been —an influence which should be favorable both to stability and net profits. I hope it will not be a boom year."

Undoubtedly there is nothing to fear. On the contrary the financial situation may bring splendid results in elimination of "wild-catting" and the rash speculation which financial freeness frequently creates.

The Early Bird

EASTER NECKWEAR

A good many merchants will underestimate the closeness of Easter this year. Sixty-two years have lapsed since Easter came as early as the 23rd day of March before. This means then the Easter buying must be done at least two or three weeks in advance of other years. Don't be behind. Be an early bird. Our exclusive range of Easter knitted neckwear is a real surprise. We have a most complete showing of men's and women's ties in all styles and shadings.



The Men's Knitted Tie of Excellence

Women's Dainty Knitted Tie —The Gillies

THE MUFFLER FOR NOW

Several months of muffler selling is still before the merchant, and if the usual Canadian weather prevails, as it usually does after a mild beginning, there is bound to be a big demand for the knitted muffler. The "Gillies" Knitted Muffler is a real live issue in the muffler world.

The A. J. Gillies Manufacturing
COMPANY
FORMERLY
Laces & Braids Manufacturing Co.
121 PRESCOTT AVE., TORONTO

A Modern Force in Business

ADVERTISING has established a new order of things in commerce. It has become a mighty power in business progress; a complex yet comprehensive transmitter of many parts for the distribution and selling of merchandise and service.

Its function is fivefold:

To enlighten or educate—to create new wants or to satisfy old ones—to protect and foster legitimate enterprise—to establish a medium of understanding between buyer and seller as a basis for mutual profit and advantage—to prescribe an economical price and the maintenance of a fixed standard of quality.

None know better than the buying public how well these functions have been fulfilled.

Modern advertising has given us an insight into various manufacturing processes. The producer has taken us, the consumers, into his confidence and told us just how his mince meat, his flour, his clothing, etc., is made. We know why certain things should or should not be. Advertising has told us—broadened our understanding and guided our judgment.

Modern advertising has enabled us to unlock the treasure house of the world's divinest melodies through the medium of the player-piano. The motor car has lengthened the business day and brought the fragrant countryside to our door. Men shave in comfort in ten minutes where they used to take twenty. A magic bottle provides us with cold drinks with the weather at 90 degrees or gives us a warm beverage when Jack Frost dips at 40 below.

Modern advertising has elevated the standard of business ethics. It protects the manufacturer from unscrupulous competition and the consumer from base imitation. It conserves trade—extends business—creates good will. It enables the corporation, the manufacturer or private individual on trial to take his case directly to the public, and to secure the public's judgment on his policy or character based purely upon their respective merits.

Modern advertising has opened up new opportunities to the oppressed and poor of far-off lands. It has turned an unceasing tide of immigration to new countries. It has developed nations, and made the name of the New World a promise of better things among the people of the Old.

All this advertising has done and will continue to do. It is the ever-increasing influence for the advancement of mankind—the most potent, indeed, of the many forces influencing human action.

Advice regarding your advertising problems is available through any good advertising agency or the Secretary of the Canadian Press Association, Room 503, Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write if interested.

THE next issue of Dry Goods Review will feature Knitted Goods.

Advertisers should get their copy in early to secure good position in this issue.

Forms close January 29th.

Condensed Advertisements

BUSINESS CHANCES

FOR SALE—DEPARTMENTAL STORE ON main line of C.P.R., population twelve hundred. Government has promised to make this the railroad centre of eastern Saskatchewan. Survey for G.T.P. into the town now in progress; C.N.R. promised. Population of town will double in two years. The only departmental store on the main street, and only one other opposition in the town. Sales last year almost eighty thousand dollars, have been over a hundred thousand. Under good management can be brought back to that figure. Business owned by a wholesaler. Ten thousand will handle. Terms on balance can be arranged to suit purchaser. Building leased at low rental or bought on reasonable terms. Stock about twenty five thousand. Price eighty-five cents. Apply Gallagher & Co., Moosomin, Sask.

FOR SALE—ONE OF THE BEST MEN'S furnishing, ready-to-wear, special order business and tailoring business in the best town in Western Ontario, controlling some of the best agencies. Turnover $25,000. Can be increased to $35,000 on a $9,000 stock. Best stand and rent easy. Address Box 200, Men's Wear Review.

AGENCIES WANTED

AGENCIES WANTED FOR SIDE LINES IN gent's furnishings or other special lines by responsible and experienced men. 401 Rogers Block, Vancouver, B.C.

FOR SASKATCHEWAN — Agencies for store fixtures and fittings of all kinds. Also fixtures for Department Stores, Office Buildings, Banks, Schools, Churches, and Theatres. We cover Saskatchewan three times a year, and work the larger cities all the time. North-West Specialty Company, Saskatoon.

SITUATION VACANT

WANTED — FIRST-CLASS EXPERIENCED woman as assistant manager for women's specialty store, Toronto. Must have knowledge of cloaks, suits and dresses. Splendid opportunity for applicant of ability, good personal appearance and high character. Apply, stating experience and salary required, to Box 123, Dry Goods Review, Toronto.

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Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

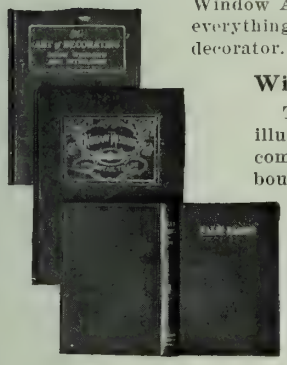
¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.



The Art of Decorating Show Windows and Interiors

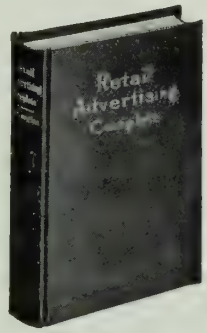
The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, postpaid $3.50

Window Trimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

Sales Plans

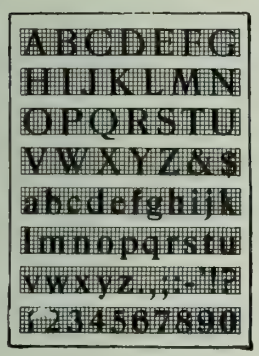
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding..$2.50



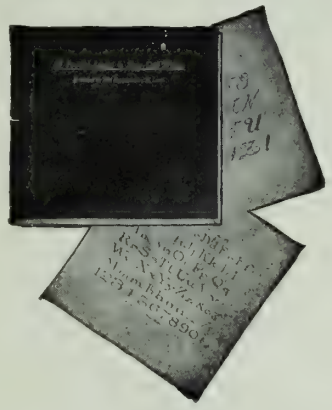
Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them.$1.00

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations. Materials Needed, etc. Price post paid, ... $1.50



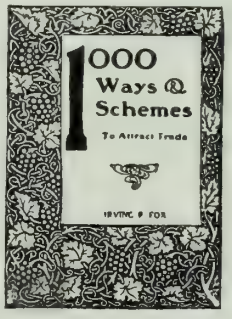
50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject, and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

1000 Ways and Schemes to Attract Trade

A book that swells sales and increases profits. There has never before been published a book like this. It gives brief descriptions of over 1,000 ideas and schemes that have been tried by the most successful retail merchants to bring people to their stores and to sell goods. If you try a scheme every day, there will be in it enough separate and numbered suggestions to last you nearly three years without repeating a single one. A few of the ideas in one chapter: An Anniversary Scheme with Excellent Points—A Sign That Made Money for its Maker—Advertising Dodge and Clever Salesman—A Contest that Boomed Trade—Giving Unique Publicity to a New Department—A Baby Day that Drew a Crowd—Money Makers in Many Different Lines—Plan for Introducing a New Brand of Goods that Proved a Winner—Artistic Ways of Displaying Goods—Days Devoted to a Particular Class of Customers—Many Window Trims Out of the Ordinary—In this chapter are seventy-four separate and distinct ideas that have been successfully carried out by as many different merchants. **There are 13 more chapters and 934 more schemes just as good as these, 208 Pages 9½x7, and 180 Illustrations. Printed on the best white paper and bound in a handsomely ornamented cover. Price postpaid, $1.00.**



All books sent postpaid on receipt of price.

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

A Complete Tailoring Department

HOW TO GET IT

WITHOUT investing one dollar you can add a complete tailoring department to your store, and double your profits in the clothing department.

THE Art Clothes selling outfit for Spring is certainly a complete department. It consists of over 350 large Samples in Book or Swatches, Fashion Portfolio, eight handsome Window Style Cards, six Window Phrase Cards, Ad Book, Measurement Blanks and all necessary equipment for taking orders.

AFTER providing for over one hundred names on our waiting list that could not be supplied last season, we still have a limited number of outfits for Spring.

THERE is no charge for samples, the only cost to merchant is express charges.

THIS splendid selling outfit is backed by clothes that are really hand tailored and are absolutely guaranteed to fit and give satisfaction. Made to retail from $18.00 to $50.00.

IF Art Clothes are not represented in your town and if you are—or want to be—the leading men's wear store, write us for particulars. Samples ready to send out now.

The Art Tailoring Company
Toronto LIMITED Canada

MEN'S WEAR REVIEW.

FEBRUARY : 1913

THE MACLEAN PUBLISHING COMPANY LIMITED

PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO

SUBSCRIPTION PRICE $1.00 A YEAR

Art Clothes

Ready-to-wear

NATIONALLY known as the premier Made-to-Measure Tailoring Line, Art Clothes now enter the Ready-to-Wear field.

FOR Fall, 1913, dealers who carry a certain amount of stock are offered a Ready-to-Wear Service as a permanent addition to the Art Clothes Special Order Tailoring Department.

ART Clothes, Ready-to-Wear, which will shortly be shown from coast to coast, are strictly hand-tailored with the same care and attention to details for which the Special Orders are famous.

STICKING to one line and boosting it is the secret of retail success in selling clothes. There is no room for two lines in stores which sell Art Clothes. Representatives showing Art Clothes, Ready-to-Wear, are now on their way. A post card will bring one of them in your direction. Send it in now.

The Art Tailoring Company
Toronto LIMITED Canada

Features of this Department

Turned Stock Forty Times Last Year.

Unique Advertising Built Big Business.

Should Take Stock on Cost and Selling.

Developments of the Streamer Idea.

Essentials of Clothing Salesmanship.

Tobey Holds a "Peach-of-a-Sale."

Small Sale Led to Profitable Transactions.

Novelty Neckwear to the Front.

Silhouette Work in Card Writing.

How Stout Men Should Dress.

Turned Stock Forty Times Last Year

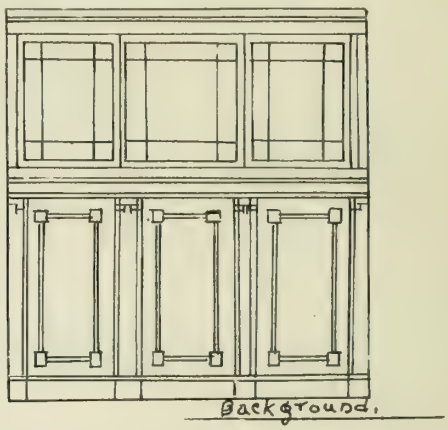
The phenomenal record of Way & Joy of Hamilton—They are now completing a new store which will be modern in every respect—Splendid provision for window displays—The policy of progressive firm defined.

WAY & Joy, Hamilton, are remodelling a new store at the corner of James & Rebecca Sts. The plan will be ready for business by Feb. 15th. Hamilton is one of the foremost clothing towns in the Dominion and business in men's clothing and furnishings is tending north. The number of new and successful houses doing an exclusive trade and which are situated in this district is striking evidence of this trend.

Way & Joy have been in three locations, all within a block of each other. Their first stand was near the Royal Hotel in a small store with a corresponding stock. As a result of attention to business and up-to-date and careful buying, the stock was moved in April, 1910 to a larger store at 56 James St. North. They are still growing as the new store combines two stores in one and is situated on a prominent corner.

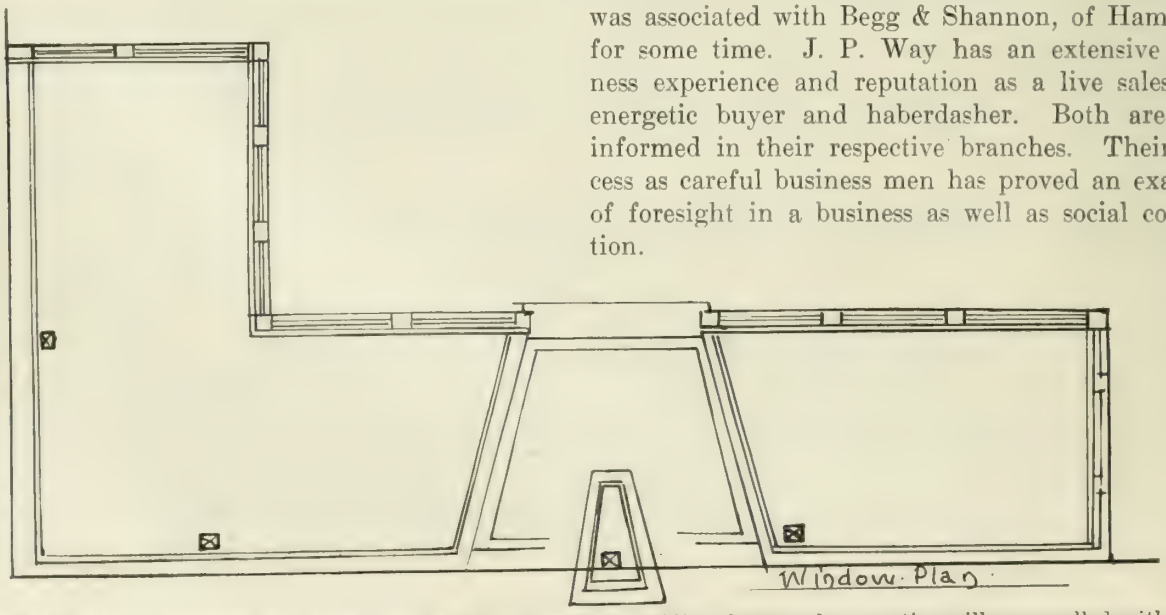
TURNED STOCK FORTY TIMES.

Way & Joy turned their stock 40 times last year. They are inclined to attribute this showing to good fortune and modestly thank their patrons for the support. The amount of business done is not the result of large stock or of quantities but of confidence and salesmanship with the correct goods at the right time. In the past, a ready-to-wear and special tailoring business with a full line of accessories, added as the business grew, have been handled. In the new store it is hoped this trade will be increased. It is maintained by this house that a satisfactory turnover and satisfied clientele no longer depend on the quantity but in the class of trade merited by exclusiveness and efficient service. In the new store, while new departments are added and stock increased, the assortments are only broader in proportion to the extra amount of business anticipated. The successful policy of the firm will be strictly adhered to. They will feature good taste and conformity to the dictates of personality in dress combined in the class of stocks carried.



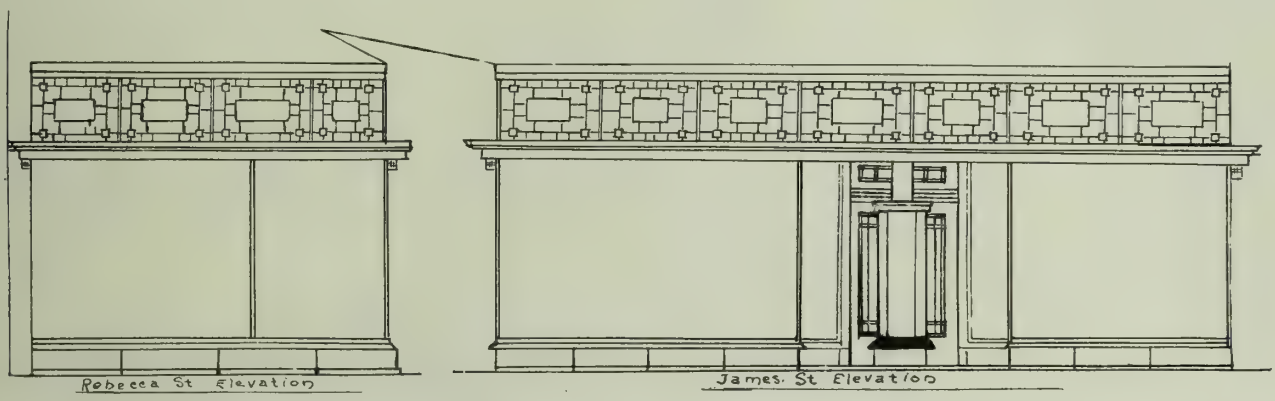
Panelled window, background in artistic design, finished in veneer wood with pilasters to match. Way & Joy store, Hamilton.

Both partners in the firm are well connected with the clothing trade. The partnership formed in the small store was preceded by experience in leading clothing and men's furnishing shops. H. C. Way was associated with Begg & Shannon, of Hamilton, for some time. J. P. Way has an extensive business experience and reputation as a live salesman, energetic buyer and haberdasher. Both are well informed in their respective branches. Their success as careful business men has proved an example of foresight in a business as well as social connection.



Window layout, entrance and show case, with the vestibule, sliding doors and supporting pillars panelled with mirrors. Way & Joy new front, Hamilton.

The new store is to be up-to-date in every respect and will embody many of the practical ideas of modern storekeeping. The two stores give about 2,000 square feet of selling space with ample counter and stock room about 32 x 50 feet. There will be two entrances with the corner window forming an apex between the front and side doors. The front is all glass and brass with ventilated sash and white art glass transoms of unusual depth on account of the height of the ceiling. The window is continued about 12 feet on the side street. The doors are bevelled panelled glass with monogram.



Modern store front installed by Way & Joy, Hamilton, showing James and Rebecca St. elevations. The artistic transom lights, with green marble base, panel door and expanse of glass are features.

Window backgrounds are the same design front and back and are of approved construction. They are panelled about 3 feet wide and 7 feet high and finished at top with a neat moulding. Clear glass plates finish to the top. The window interior is highly polished mohogany made of veneer board and panelled with 3 inch straps to match. The ceiling is also panelled and a battery of electric lights is being installed along the outside top. These are placed about 18 inches apart and the latest reflectors to diffuse the proper light are being used according to fireproof regulations.

The interior is to be done completely in mission or weathered oak finish. The dividing wall has been removed and the floor layout is to comprise the latest wall cases for neckwear shirts and hats, counters and silent salesmen with display fixtures are all matched. The rack clothing system is used as it has been found most practical. The wall fixtures and cases are planned in an "L" with consecutive arrangement for good stock keeping and merchandising. The office fitting rooms and special order department are to be conveniently arranged in their relation to the main stock. The ceiling is heavily beamed in Colonial style and panelled with heavier board in natural chrome shade. Walls are ingrain with a neat conventional border.

For indoor lighting double, white globe, semi-diffusing lamps on chains are suspended in two rows and the necessary case and counter lights and reflectors are provided. The construction of the ceiling lamps are new to the trade and instead of direct rays, upward or downward, the reflectors give a combination of both, which is a soft mellow light adapted for men's wear stores. The case unit display idea is to be followed and especial attention to this form of display in the window will be depended on to result in increased sales and continue to build up the business.

Clothing, men's furnishings in well known branded lines and high class tailoring are featured by this firm. Customers have the option of ready-to-wear, semi-ready or made-to-measurement or the choice of materials for special orders.

The slogan "Tailors to men, who know," appears in every form of advertising which is promoted. One season style and good style once or repeated at the customer's order is the simple story of success in buying salesmanship and advertising. The attraction of something new always and of suggestive salesmanship through introduction is recognized as important in living up to the motto of the store. A close study of the customer's wants and of individual customers is always suggestive of new ideas and a quick grasp of opportunties.

The new stock for the "Opening" is placed and shipment ordered in time for an early start for Spring business. The lines represented show the foresight of the firm, as buyers in their interpretation of the Spring season's styles or value of comparative lines. Combined stock and store will equal any of the high-class, exclusive men's wear stores of its size.

Way & Joy are looking forward to continued patronage as in the past, which has enabled them to bring their business to the present high standing. They feel that with the new store and a well selected stock they will be in a position to continue their epoch making growth through good service. They also hope to extend the spirit of enthusiasm which prompted them to serve customers through the rebuilding twice in a part of the store with a board door and the inviting signs, "Way & Joy are here. come in and see them."

Unique Advertising Built Big Business

The experience of Tom Murray, men's wear dealer of Chicago—An old Canadian boy who has "made good" with a vengeance in the mid-west metropolis—Used back of his head to good purpose.

THE following article, which tells the story of the success achieved by one wideawake merchant through distinctive advertising, appeared in Hearst's Magazine. Edward Mott Woolley, the author, is well-known as the writer of highly interesting articles on business experiences. The article appended will have a particular interest as the subject of the sketch, "Tom" Murray, is a Canadian by birth.

"This is Tom—meet me face to face."

Of course some advertising experts will tell you that theoretically the back of a man's head is not good advertising. Why, indeed, should a photograph of a merchant's occipital regions make his business famous and his purse fat? There is no selling argument in such a picture, is there? And really, why should anybody have wanted, in the beginning, to meet the back of Tom Murray's head face to face?

Tom Murray lives in Chicago. You don't need to tell this to Chicago people. There isn't a man, woman or child in that town who hasn't seen this curious picture—and all of them big enough to want things at all have experienced a mighty yearning to get around on the other side of that confounded photo and see what the anterior of it looks like. Without caring a continental about the theory and practice of advertising, Chicago people have a most extraordinary and persistent longing to meet Tom—who runs a downtown clothing store and haberdashery.

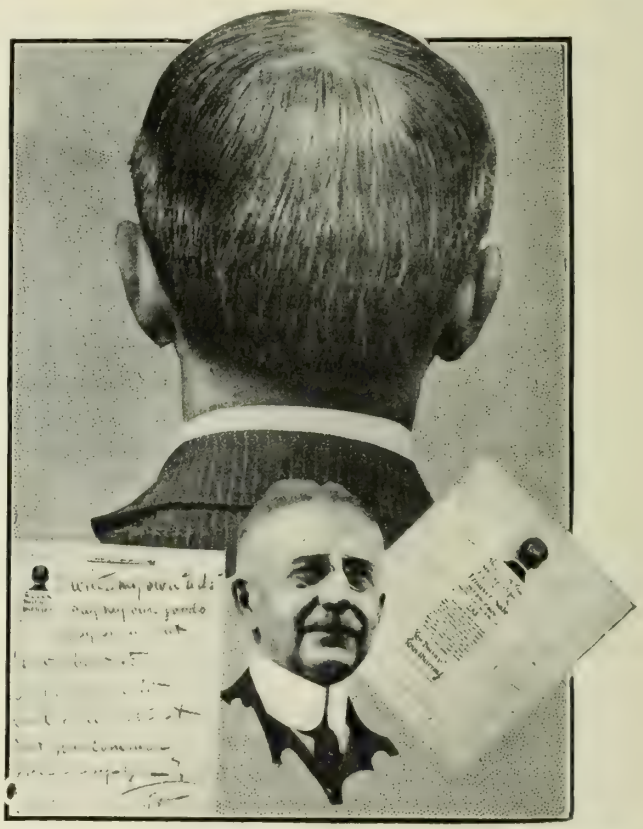
To be consistent is a rare accomplishment. To stand out from the common lot is an achievement attained by the few. To get people by the arm and march them around to your store, unresisting, is a trick that seems to many a merchant like the black art of a conjurer.

And yet it is not so difficult a thing as it sometimes seems. At least, men are doing it here and there about the country with apparent ease. Tom Murray is only a type. Not all merchants want to be Tom Murrays in Tom's peculiar and original sense, but many of them would like to be, and can be, more efficient as advertisers. Inefficient advertising, like inefficient salesmanship and labor, floods the market.

It was his original brand of advertising that made this Chicago merchant's name and store known to everybody in the mid-Western metropolis. He was born in Canada and raised in a small town, working in a local store and earning twenty-five dollars a year—yes, a year!—"finding" himself. He had no boost-off.

Nobody heard much about Tom until he opened a little furnishing store in Chicago in 1897. But after he bought a sign with "Tom Murray" on it, he began to wonder what he might do to make that commonplace cognomen immortal.

It came about in quite a natural way. The Sheriff of Cook County was chasing Tom rather hard—sheriffs have a way of chasing commonplace people. Chicago men insisted on buying their shirts



View of Tom Murray—both front and back—and some samples of his card advertising.

and collars elsewhere, and a big stock of suspenders and neckties as well was going begging.

So he sat down one night and thought pretty hard. Then he reached for a blue pencil and wrote in bold chirography on a piece of cardboard: "Closed, But Not by the Sheriff." It was signed "Tom."

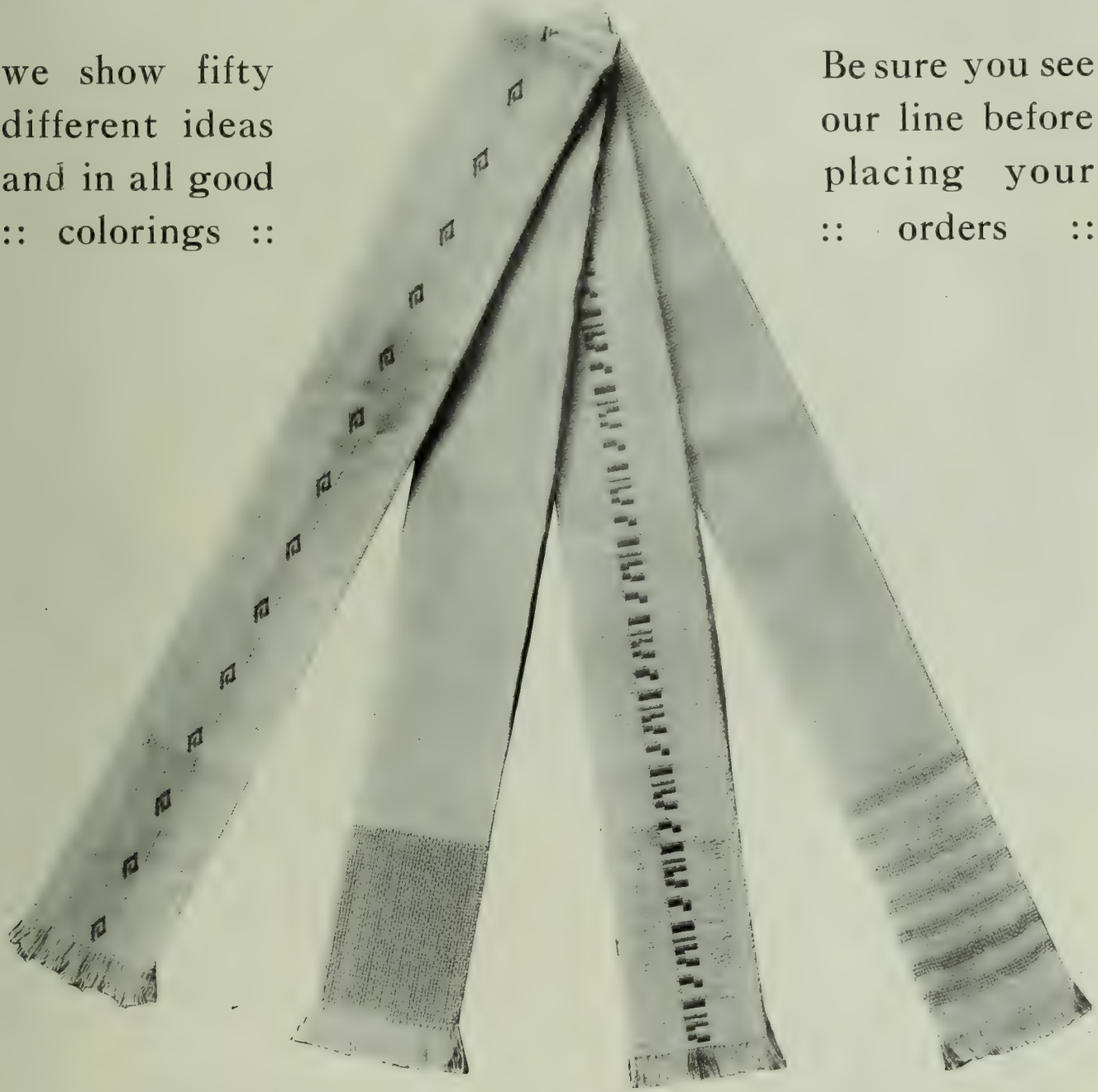
The first and last words in this ad. were very large, while those in the middle were tiny. When the card appeared in the window next morning, a crowd gathered around it instantly. Then some-

TUB TUBULARS

All New Novelties For 1913

we show fifty different ideas and in all good :: colorings ::

Be sure you see our line before placing your :: orders ::



THE HOUSE FOR NOVELTIES

Washable Tubular Neckwear is the right kind for you to buy—order early and then you will not be disappointed.

E. & S. CURRIE, LIMITED

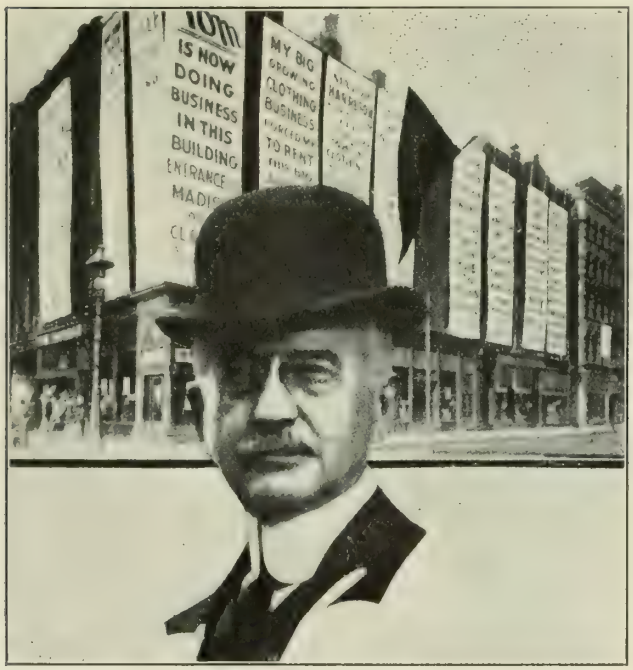
NECKWEAR MANUFACTURERS TORONTO

body tried the door to see if it were locked. Yes, it was.

Now, a most important question immediately arose out there in the growing crowd. If Tom Murray wasn't closed by the sheriff then why in thunder was he closed? This puzzle spread, and the crowd grew so dense that a special detail of police was sent to control it.

At the psychological moment, Tom took down the sheriff card and put up another, explaining that the store had been shut until a nice big jam of people assembled, ready to buy collars, suspenders, neckties, ad lib.

Afterwards, Tom's famous photo of the back of his head appeared as a decoration in the various



Tom Murray believes in posters for advertising, as this illustration evidences.

traction conveyances, and people who didn't already know Tom speedily discovered him. For years thereafter, an anxious public looked in vain for a portrait of his face.

A man of great mystery was Tom. The solution lay in a visit to the store. Many and grotesque were the ideas he worked into these advertising cards, but underlying all of them was the one big idea that made Tom Murray famous.

But of course the back of Tom's head, of itself, did not build up the business and maintain it. This sort of thing was merely the fireworks. Accompanying it was always a strong undercurrent of genuine selling ideas—advertising that really advertised the goods he had to sell.

Mr. Murray reasoned, however, that no commonplace copy would go. The back of his head, as the star actor in his commercial drama, must be supported by a capable leading man, as it were.

All Chicago is familiar with the Murray style of autograph advertisements, displayed in the street cars, on the elevated railroads, in the newspapers, and in his show windows. Here, too, is the same distinction that sets the whole line of advertising quite apart by itself. There is nothing else in Chicago just like it. Tom Murray's blue-pencil talks have "Tom" written all over them! there can be no mistake.

Mr. Murray originated his peculiar style when he was running close-hauled, and the sheriff was out hunting for him. He had no money to advertise in the ordinary mediums, so he wrote his talks on card-board and filled his windows with them. They were old comminglings of selling arguments and personal views on the philosophy of life. And to-day Mr. Murray's advertisements follow the very same scheme they did when he began.

"Are you so prosperous," Tom inquired in one of his blue-pencilled ads, "that you cannot be helped? I sell clothes, furnishings, hats and shoes; also brains. Ask any traveling man from Chicago what he thinks you will get for your money."

Then, up in the corner of the card was the usual picture of Tom's neatly brushed and barbered occiput, with the legend "You can meet me face to face at Jackson & Clark. TOM."

It took Chicago only a short time to get into close sympathy with Mr. Murray's gentle and intensely human little sermons. 'Let's go around and see what Tom is preaching about to-day," his friends in the down-town districts used to say—in the days before he inaugurated his broader campaigns. Group after group would make a special excursion to the Murray window. There, in the blue-pencil writing and vigorous diction of this advertising genius, they would see something of this sort:

"My religion is to use every man better than I would use my pet dog or horse, and that is good treatment. If a merchant follows this policy in selling goods, the customer can't go wrong when he buys."

Within three or four years Tom Murray's annual sales had jumped from thirty thousand dollars to a quarter of a million. They kept on going up; he kept on advertising. He is advertising to-day and his store is still growing. Everybody in Chicago likes Tom. He has been a tremendous influence in that community for better living, better business, and a better city.

Now when you get right down to the secret of it all, it can be summed up, perhaps, in one word: "GRIP." Tom Murray's advertising grips the people, fascinates them, gets a hold on their hearts. It helps people, and when you can say that about advertising you scarcely need to go further. Any man who in his business can benefit his customers is already on the highroad called Success.

Success
COLLARS
MADE IN CANADA
COLLARS
Here is the Success "Strathcona"—
a good comfortable Double-band collar—
well made and well finished.
This is the big steady seller—It is the
popular line. Made to retail at 2 for 25c.
Ask your Wholesaler to show you the
complete Success line.
The Canadian Converters Co.,
Limited
Montreal
2

Novelty Neckwear to the Front

Is rapidly becoming the large end—The high style influence comes from Bulgarian, Oriental and Turkish effects—Oriental styles shown in beautiful fabrics —Japanese and Egyptian patterns on light-weight summer lines.

NOVELTY neckwear is fast becoming the large end of the neckwear business in men's furnishings. Buyers are featuring exclusive neckwear, both oftener and in better qualities with growing success. For exclusive house the trade is fast recognizing the demand for high class novelties. Business is divided between lines, which show the trend of coming styles or numbers, which are to a limit of price. Value and design are good in qualities but quality and exclusiveness are gaining in importance, as each men's furnisher finds the possibilities of natty showings. This year's Easter samples of neckwear contain many striking designs, which are different ,their number shows the confidence of the trade. Selections are unsurpassed for seasonable choice.

Early business on Easter placing is reported good. Different comments are heard on the likely returns of business for the merchants. This makes this season more important as one in which novelties will comprise the bulk of the sales. Men's furnishers, who prefer to buy often and diversify their ranges with new styles, patterns or unique designs, to cater to more exclusive trade, are also considering the Easter demand. Exclusive trade demands style without so much value. Considering the merit of the materials quality and design, value is just as apparent. These styles, because of the attraction of each selection, are the numbers on which profits are first with the furnisher and price secondary with customers. Each store has a certain amount of early trade and although some furnishers are not anticipating the height of the season until afterward, ranges are being carefully selected to invite early business.

This season a man's neckwear is more conspicuous. Early ranges are "louder." Compared with last year's samples, the decision of the trade seems to be good taste. Patterns selling are largely personal preference. For high style the influence, which is seen in the novelty development of silks, is evident.

Bulgarian, Oriental and Turkish effects and colorings are shown in beautiful fabrics for exclusive trade. These include Paisley's, tapestry effects, striking bars on matelasse, bordered end printed foulards, veiled cashmeres, crepes, velvolenes and Bengalines. Some of the soft veiled cashmere patterns are entirely new and carry out the trend of style from Eastern countries. In similar novelties set figures printed on crepe are good. Oriental designs and the introduction of Japanese and Egyptian patterns are conspicuous on light weight Summer silks made in graduated open end shape. They promise to be prominent for midsummer because the patterns are new and different. Cheaper numbers are accepted in plain grounds with colored bias border or black bordered ends. Line stripes and neat designs with single or double contrasting bar are selling well. In plain fabrics a new crepe is being appreciated by furnishers. This is a companion number to a higher priced fabric and is expected to fill a demand for a popular lower priced number with a fair margin of profit.

Novelty Easter neckwear in cashmere and set designs in Eastern and Bulgarian colorings. Courtesy A. T. Reid Co., Toronto.

The tones are lighter, although the ranges include every shade. The designs comprise two tone mottled stripes, real paisley or cashmere combinations or brilliant figures or bars or plain silks. Some of the best of these are rose and black, light and dark grey, helio and grey and two tone blues. Other patterns are in green and gold, blue and gold, garnet and rose, purple and green and brown and purple. The predominating colors in bias or border ends are blues with blue, black or Roman stripe contrast. Browns and tan in similar designs and any gold grouping

The Kind of Socks You Can Sell With A Clear Conscience

The best patrons of your store will demand the BEST and most up-to-date hose—and for this reason you should stock Pen-Angle Half Hose. This line represents the utmost in hosiery value, and is a line you can conscientiously recommend to your most valued customer with the assurrance that he will be perfectly satisfied.

KNIT TO FORM—AND THE SEAMS OMITTED

Pen-Angle Half Hose are shaped to fit the curves of the foot and leg, thereby ensuring perfect fit and long wear. And the entire absence of seams makes them comfortable and neat looking. No other line offers such splendid value.

Penmans Limited
PARIS - CANADA
Underwear, Sweaters, Hosiery
68

Pen-Angle

WARRANTED HIGH PENMAN'S GRADE HOSIERY

Full-Fashioned Seamless Hosiery

are selling. Gray, black and white and black with red in neat line stripes with marked bias border are staple. Some striking Jacquard patterns in the best shades are doing well in the average numbers.

Open or closed end graduated shapes are preferred in the better grades. Many of the shapes are larger. All bar effects are usually bias. Batwings are taking fairly well to wear with wing collars. Most of the designs show narrow bar or fringed ends with stripe on a plain ground.

In knitted ties the novelty is in accordion knit, graduated open end shape. This makes one of the neatest effects yet produced and promises still another development in this branch of the industry. This shape is likely to be shown in bias bars and border ends and is already seen with small check bar and similar neat effects. Contrasting colorings in cross bar under knot designs are still in the lead in straight ties.

A New Number.—Roman stripe, border-end, novelty in a range of seasonable color contrasts. Courtesy Van Allen Co., Hamilton.

Improved dress ties are being placed on the market. These are made in collar sizes and fit accurately. They can be adjusted perfectly because the buttonhole at the back allows sufficient play. Tying the knot precisely in front is assured and the tie is kept down front and back by the buttonhole and tabs. This new tie promises to be well received by the general trade.

The vogue for predicted Imperials and larger ties is being taken advantage of in better numbers. With good early Easter business and the season away to a good start, the result should prove exceptional. Most of the buyers are putting design and quality before price on the novelties and, putting up their showings with neat numbers selected from lines, which appeal. The whole season's business throughout is to be influenced by good merchandising because the real selling season comes after the Easter holidays. By that time values will take the place to a greater extent than novelty. Wash and negligee ranges will then be ready for approval.

News Items

Fort Frances, Ont.—Henderson Bros., men's furnishers, have sold out.

* * *

North Bay, Ont.—A. T. Smith, men's furnisher, is planning the complete renovation of his store.

* * *

London, Ont.—H. A. Britton Co., manufacturers of overalls, have disposed of their business and plant to the Kitchen Overall and Shirt Co., of Brantford. The machinery will be moved to Brantford.

* * *

P. W. Hunsicker, Secretary of The N. A. W. T. of America, is now with The Hollock Advertising Agency, of Grand Rapids. He is in charge of a window trimming department with that agency. Trimmers will kindly note that the secretary's new address is 132 Monroe Avenue, Grand Rapids, Mich.

* * *

Montreal.—The wholesale dry goods warehouse of Duchesneau & Duchesneau, 279 St. Paul street, Montreal, was the scene of a destructive fire on January 15, when damage estimated at between $40,000 and $50,000 was done. The stock in the firm's new building, adjoining the one burned, was not affected.

* * *

Paul A. Thorer, of Thorer & Praetorious, of Leipzig, Germany, visited Montreal and Toronto on a trip around the world, via Chicago and San Francisco. The firm of which Mr. Thorer is the head has been established over 100 years. They were practically the first to introduce Persian Lamb Caracul, Bokharan and other furs to Germany and the world. He is accompanied by the manager of their New York office, E. N. Speer, President of the Fur Merchants credit Association and A. E. Hassard, of J. Bordeau & Sons, Montreal.

TURNBULL'S
MAKERS OF THE FAMOUS "CEETEE" PURE WOOL
UNDERWEAR

Live Merchants

know that honesty is the best policy, and that it pays to give their customers the best goods. That is why they sell

CEETEE (All Pure Wool)

and Ribbed

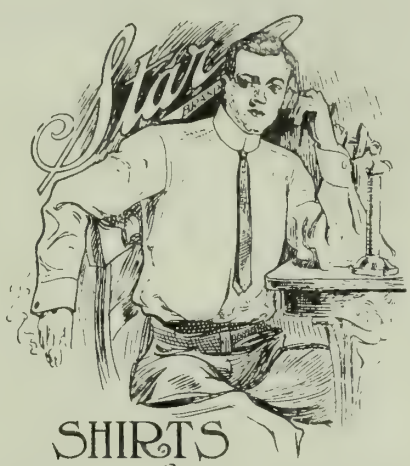
UNDERWEAR

"CEETEE" Underwear is the finest pure wool underwear made — only the finest Australian Merino wool is used. Each garment is knit to fit the form of the body — all joins carefully knitted (not sewn) together.

We defy you to find a better Underwear the world over.

The C. Turnbull Co. of Galt, Limited

GALT, - - - ONT.

Also manufacturers of Turnbull's high class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants and Ceetee Shaker-Knit Sweater Coats.

SHIRTS
Are Made for Particular People

Have you laid plans for the biggest shirt season in the history of your department? No doubt you have noticed the growing tendency for the outing man to go coatless in Summer and also that he takes special pride in the exclusiveness of his shirt? "Star" Brand for 1913 will revolutionize the manufacture of shirts. See our Spring and Summer range.

Easter Neckwear

With Easter only about a month away the neckwear proposition is an important one and should not be overlooked. Have you made your selection of Easter ties? Star values and styles are up to their usual high standard.

The Fall Underwear

Our representatives will be pleased to show you our new Fall lines of men's underwear which they are now carrying. The values are a revelation.

Van Allen Co., Ltd.

HAMILTON, ONT.

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

THE most important development this year in the clothing world is the upward trend in prices. Everything points so conclusively in the one direction that tailors and men's furnishers can count with certainty on a higher price scale all around. This is not at all surprising as the cost of living has advanced radically in every direction and it is only natural that clothing should respond. Manufacturers' costs have advanced and raw material is increasing all the time. At the present time, pretty general advances are being made in the prices on woollens. British manufacturers are finding it necessary to demand more and, although the advances appear small, amounting in most cases to a few pence, the extra cost of a suit is sufficiently large to reduce the profit materially, if the old price standards are maintained. In addition to the fact that he must thus pay more for his goods, the retailer faces higher costs of doing business. Rents are going up; larger salaries must be paid; his own living expenses are higher necessitating the taking of more money out of the business for personal expenses. When these facts are passed in review, one conclusion only can be reached. The retailer will have to ask a larger price for clothing this year. While it will not be necessary to radically upset the old scale, a sufficient margin should be added to insure the merchant a fair margin of profit. The advance in the cost of making and selling a suit should be borne by the purchaser and it would be well for the trade to educate the public to the fact that higher prices must be paid.

* * *

TARIFF investigations are being started in the United States with a view to arriving at a basis for duty reductions. As a first result, a great deal of information is being vouchsafed with reference to costs and profits on manufactured goods, particularly on clothing. Many statements of a dangerous and misleading character have been made with reference to the question of men's clothing and public opinion has been inflamed as a result. At one hearing of the committee on Ways and Means at Washington, the statement was made that cloth costing $3 went into a suit of clothes retailing at $12 to $15. Unfortunately the report was published broadcast that the cost of clothes retailing at that price was $3. Newspapers played the fact up under scare heads, and commented scathingly on what was assumed to be the expose of exorbitant profits. That such publicity given to a ridiculously incorrect statement would do harm was quite obvious, so an effort is being made to give the public correct and official figures on the subject. The National Association of Clothiers have presented a statement showing the cost of a garment which would retail at $9 or a little higher. "The suit of clothes from cloth at 60 cents net per yard figures as follows:

Cloth, 3⅛ to 3⅜ yards, at 60 cents	$2.05
Cutting, making and trimming	2.50
Overhead charges	.45
	$5.00
Wholesale price, $6, showing a gross profit of	$1.00
Of which, "selling" at 7 per cent.	.42
Net profit	.58
	$1.00

That there is no exorbitant profit here is quite apparent. The profit obtained by manufacturer and jobber is small and the retailer gets just sufficient margin to enable him to maintain his store and invest a large sum of money in stock.

* * *

REPORTS from London, England, are to the effect that the frock coat is not being worn nearly so much for formal affairs. The cutaway morning coat is coming into favor. It is not anticipated, however, that anything will ever supplant the Prince Albert or even seriously undermine it. Present tendency to wear a morning coat is a mani-

festation of the desire men are showing to sacrifice convention to comfort. This same idea is leading to what may be termed a degree of laxness in other respects. For instance, men are showing a disinclination to always appearing at the theatre in full evening dress and the tuxedo is becoming increasingly popular. A free-and-easy desire for comfort is playing hob with some of the cut and dried conventions.

* * *

CONTINUAL fashions—and the same idea is creeping into America—in men's overcoats, favor the military. Some striking effects have been seen in the way of fur and braid trimmed overcoatings of distinctly military cut. This can be traced directly to the outbreak of war in the Balkans. In Paris some extreme close-fitting models are being shown.

* * *

"LE Comte," a fashion writer for the London Evening Standard, says: "It has been suggested to me that the present time of the year is the right time for a short discussion of pockets, because now is the time when most men's pockets are supposed to be empty. Unfortunately for most men's clothes, the term 'empty pockets' is usually regarded as merely a synonym for 'no money;' the pockets are not actually empty. If they were, then those men who make a living by cleaning, pressing and generally renovating clothes would soon find business very slow. A good part of their occupation would soon disappear, because it is by overloading his pockets that the average man helps to ruin his clothes.

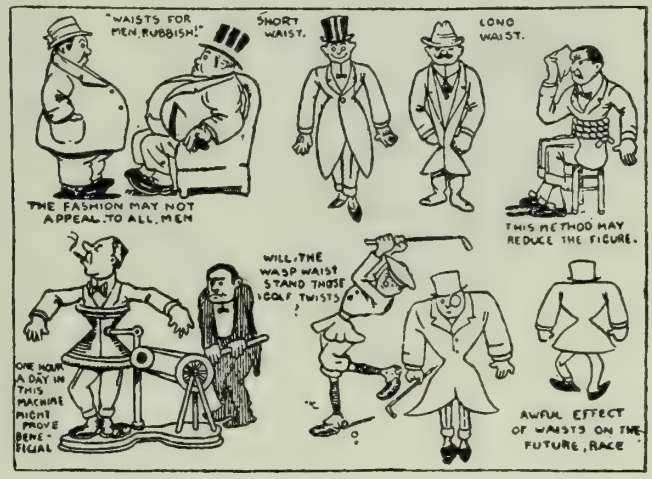
"It would be a good thing if some men's pockets were sewn up. One could be left for a handkerchief—the hip pocket of the trousers is a good place for that—but the other pockets are seldom so necessary as they are thought to be, and the average man is apt to allow himself to be tyrannized by his pockets. I have known men to carry large bundles of letters, to say nothing of a large letter case, a massive cigar case, a couple of pipes, a box of cigarettes, a bulky tobacco pouch and a few other odd things. These same men have come to me and asked how it is that their coats always seem to look shabby so soon. The answer, in a word, has been: The pockets have spoiled the clothes."

* * *

THE English hat industry is in healthy condition despite local drawbacks such as strikes and export obstacles in the form of tariffs and keen foreign competition. The Manchester Guardian, in discussing the question of hat exports, says:—

"At present a good healthy tone prevails, and the prospects for the new year are regarded as excellent. In spite of tariffs and keen competition, the English-made hat is more than holding its own in foreign markets, and manufacturers who send to Canada, the United States, South America, and the Continent, are able to show good bookings and numerous inquiries. There is some prospect also of a market in China, but it is not expected that English manufacturers will be able to make much headway there against the cheaper Japanese goods. They are looking rather to Canada and South America for increased business."

"The same journal also states that since 1903 British exports of hats of all sorts have increased by £867,922 in value. This increase is greater than the total value of hat imports, which in 1911 amounted to £820,331 gross value. Of these no less than £321,304 worth were re-exported, leaving net imports of the value of £499,027. The Board of Trade returns classify hats under three headings—straw, felt, and "other materials." By far the greater portion of


"WAISTS FOR MEN, RUBBISH!"
SHORT WAIST.
LONG WAIST.
THE FASHION MAY NOT APPEAL TO ALL MEN
THIS METHOD MAY REDUCE THE FIGURE.
WILL THE WASP WAIST STAND THOSE GOLF TWISTS ?
ONE HOUR A DAY IN THIS MACHINE MIGHT PROVE BENEFICIAL
AWFUL EFFECT OF WAISTS ON THE FUTURE RACE

Advices are to the effect that waists for men are coming in —as the cartoonist sees it.

English imports come under the third heading. The average price of exports in 1911 was—for felt hats 35s. 10d. per dozen and for straw hats 20s. 9d. per dozen. Imports values were—for felt hats 26s. 10d. per dozen, for straw hats 25s. 8d. per dozen, and for hats of "other materials" 29s. 8d. per dozen. According to the Census of Production, there were in 1907, 30,829 persons engaged in hat, bonnet, and cap factories and workshops, and 2,599 outworkers, the value of the output being £5,107,000. Hatters' fur factories and workshops employed a further 2,016 persons and 157 outworkers, the value of the output being £428,000.

Cornwall, Ont.—R. T. Woodside, superintendent of the Stormont mill of the Canadian Cottons, Limited, dropped dead on his way home from work. The rupture of a blood vessel in the brain is supposed to have been the cause.

"Monarch-Knit"

The Largest Knit Goods

WE LEAD IN
STYLE,
QUALITY,
WORKMANSHIP

B-44

Made in sizes, 22, 24, 26, 28, 30 and 32, also made in youths'. Size under youths', No. 10.

M-53

M-53— Shaker Coat—Strictly full fashioned throughout. This coat makes a very stylish and serviceable ladies' garment.

B-40

Monarch Knitting

Factories at DUNNVILLE, ST. CATHARINES, ST. THOMAS

"Monarch-Knit"

Manufacturers in the World

The lines represented give a fair idea of the distinct style embodied in our immense range.

M-92

M-92—Made in Jumbo Stitch. This class of coat will be very popular for the coming season.

M-40—This coat is equipped with the famous "Tri-Collar" suitable to all kinds of weather.

M-40

Company, Limited

FFALO. Head Office: - - - DUNNVILLE, ONT.

Should Take Stock on Cost and Selling

Unanimous opinion of correspondents is that inventory should be taken on selling as well as cost price—Methods of aggressive merchants explained—Actual profit can be learned accurately in this way.

FEW questions have awakened more interest than that propounded in the last issue of The Review. Taking an inventory on cost or selling price is a merchandising problem of vital moment. The problem, as stated, was as follows:

> "Would it be advantageous for a merchant in taking an inventory, to have a knowledge of the total selling price of the merchandise which is on hand, as well as the cost?"

A large number of replies were received. The unanimous opinion expressed was that it is highly essential to take stock on selling price as well as cost price, and good reasons are advanced. Some of the best replies are appended:

* * *

Taken at Both Cost and Selling Price

Windsor, Ont.

"Would it be advantageous for a merchant in taking an inventory, to have a knowledge of the total selling price of the merchandise which is on hand, as well as the cost?"

The writer has no hesitation in saying, "Yes."

The old method of taking an inventory is to take the goods at actual invoice price. This is sometimes varied by taking all new and saleable lines at actual cost, and lines that have deteriorated in value at a valuation. This latter method seems to have found favor with the smaller stores throughout the country.

The system of taking inventory at the selling price was introduced by the large department stores, and in some respects serves their purposes well enough. But the merchant of the hour is not satisfied any more with guess work—he wants facts.

The exponents of taking stock at selling price claim that the selling value of an article is its real value, and that stock records should be kept on a selling price basis. They figure the cost of doing business on the selling price, add a small percentage for profit, deduct this from the selling price and claim they have the real value of the goods on hand.

By this method the cost of the goods sold is not known as that figure must be estimated. It is obvious that under certain conditions this would be inadvisable. For instance, if the buyer, or some other, has an interest in the business, and the profits are distributed annually, the profits would be divided according to estimated cost, which might or might not be accurate.

The old way of taking stock at cost price is necessary to any firm that desires accurate records. But by taking at both cost and selling price, we have a record that can be analyzed to show a great deal more information. It can be taken with but little more effort and does not require very much more time in entering.

Some of the advantages of taking at both prices might be stated:

First, the actual cost and selling price of the goods on hand is shown.

Second, the difference between the above shows the average profit marked over cost, in figures, or in percentages.

Third, the profits, or percentages on any line can be found.

Fourth, the profits marked on the stock on hand can be compared with those that were marked on the goods sold.

Lastly, this method combines all the good features of the other two.

The value of an inventory may be doubled by having a system of stock numbering that will show the season in which they were purchased. This is a simple thing in itself, but it is a wonderful benefit to the retailer.

There are any number of methods that could be used to indicate the season in which an article is bought, the simplest of which is the use of a season letter. This is merely a letter affixed to the original, or the store's own sample number, and indicates the half year in which the article arrived in the store.

When inventory is taken the goods of each season are taken separately as follows: the present season; the season immediately preceding; the season preceding that, and all goods of seasons more than a year and a half old. Such a record is at once a record of the standing of the goods on the shelves and a guide to future buying. No merchant would buy over and over again the goods that are sticking on his shelves. He would cut down certain pet departments that are showing up badly, and otherwise improve his store service.

An inventory should be more than a mere record of stock on hand, it should be a table of information that when subjected to the analysis of a thinking retailer will produce a fund of valuable information about his business. By all means take stock at both prices.

A. E. Edgar.

* * *

Both Are Necessary

Chatham, Ont.

Both are vitally important in relation to your knowledge of what your business is paying you. Neither cost nor selling can alone determine your

rate of profit. Generally a merchant has a fixed idea in his mind as to what percentage of profit to mark the different lines of goods.

But in this age of departmental selling when each department is a "store unto itself," when the expenses—salaries, light and heat, rent, etc.—are proportionately charged to each separate line of goods, an actual knowledge of this is obtained only by exact book keeping methods, resultant upon the earning powers of each separate department. The majority of concerns take stock on the cost, some few take it on the selling, and only a guess is ever arrived at as to the year's returns, being satisfactory. The book keeper has in his entry goods as per invoice, $15,000 bought during the year, rent $800, freight and express $300, insurance $150, salaries $2,500 (with no account taken of the merchants own time), extras $200. The year's sales $22,000. Mr. Merchant indifferently satisfied that there should be something over $3,000 for the year's profit.

This plan used to answer. He was ignorant whether his millinery ever paid a profit. He never thought it paid for the light the girls used. Staples never could make very much as they had to be marked too close.

So it must be his dress goods and small wears that helped out.

The bigger concerns took up the idea of separating the different lines, and gradually evolved a system of book keeping that told what lines were profitable and what not, and now no real merchant is satisfied unless every department is on a paying basis.

But to get back to the question, should the cost and selling be taken at inventory?

I should say yes—for this is the only definite way of knowing your exact rates of profits. After once determining this on the individual department plan, it's an easy matter to keep this as a guide for subsequent years, after once taking the cost and selling a repetition would not be necessary.

A correct system of department book keeping will reveal the percentage of expenses to charge to each individual department, taking into account the salaries, freight and express, rent or taxes, insurance, proportion of window expense, delivery, general managers salary, etc.

So nearly perfect has this system become that it's a common thing for a going concern to change hands in a night, so exact are the department books kept at a glance the amount of stock on hand can be determined and what the business has been paying.

Under this plan, by taking the cost and selling and finding what percentage of profit each department is paying, it will be an easy matter to apply the remedy.

The millinery may need some drastic increase to cope with the loss. You may find a remedy in giving shorter contract with work-room help and by more care in buying you may find that night work is false economy; that spare hours in a dull season may be put to good use. One milliner at the present time has to keep in her stock a nice assortment of children's Summer straw hats made up of broken lines of straw braids. These she had worked up in spare time in December and January.

There is no better way of taking stock of your stock than by finding out what profit you are making and what it cost to make it, and this may be determined by listing both cost and selling price at inventory.

Cost Price Necessary

Montreal, Que.

With reference to question in your January, 1913 issue, having made a study of this matter from all points of view, would give the following opinion:

The taking of an inventory is undoubtedly one of the most important factors the merchant has to consider in the working of a business, for it tells the results of the efforts put forth in the merchandising of a business, from the buying and selling point of view over a given period.

It is absolutely essential to take a stock at cost price, as this is the only means the merchant has of arriving at the exact amount of profit made during a certain season, also the only means of knowing the correct value from a buyer's point of view of the goods on hand.

In taking an inventory at selling price, it is necessary to deduct a percentage in order to obtain the actual purchase value of stock on hand, and as goods in some cases are bought to better adanvantage it is impossible to arrive at the actual cost of stock.

Some firms take their inventory at both cost and selling prices. This is good for certain checking purposes. It enables a merchant to arrive at an average percentage being made on his sales, and also to gauge in advance the amount of profit he can make on a certain turnover, which would be useful in the case of anticipated extensions and improvements.

Another important point in taking an inventory is to depreciate all goods that are not worth what they cost of their actual value.

Leo E. Falkner.

A Great Advantage

Orillia, Ont.

In reply to your question, would it be advantageous for a merchant in taking an inventory to have a knowledge of the total selling price of the merchandise which is on hand as well as the cost. I think it would be a very great advantage to know the exact retail value of his stock as well as the invoice or cost price.

Continued on page 51.

Men's Evening Wear and Hats in Artistic Display

Floral decoration, Astral ferns in seasonable tints and yellow "mums." Background, tan felt; floor, tan felt to match.
Arranged by Warren Andrews, for Anderson Co., Ltd., St. Thomas.

Continued from page 79.

Now, for instance, let us take a dress goods stock. At the end of January of the present year, supposing a merchant finds that he has the following stocks of dress goods on hand:

No. of yds.	Cost per yd.	Tl. cost.	Tl. retail.	Total profits
83 .17	$14.11	.25	$20.75	$ 6.64
13 .98½	2.40	.25	3.18	.78
322 .19	28.18	.39	96.60	38.42
17¾ .22	3.89	.30	5.31	1.42

Now, I would think it would be a good system for a merchant to keep a stock list of the dress goods that come in with the Spring and Fall, also sorting, shipments. I would suggest that the list be kept the same as stock list shown. Also that a special order list be kept. For instance, supposing a lady came in and wanted a certain piece of goods and the merchant did not have it in stock, but sent for samples and in that way made the sale.

Now I would mark the goods that were in stock in January 1913, R.S. 13, which would be known as regular stock carried over from 1912. The Spring goods that came in, S. 1913, which could always be referred to, and it would be known just exactly when they were put in stock. I would also mark Fall goods, F.S. 1913, and sorting goods S.F. 1913. By marking the goods in the above way the merchant could take his sheets and go down to the man of his dress goods department and find out exactly how many pieces of R.S. were still in stock, also if they were good sellers; if there were good profits in them. If they are slow sellers there is something wrong; there is not enough money in them to make the department pay. If they have been on the shelves too long, any business merchant would at once see they would not make money for him lying there and would turn them into money in some shape or other and invest it in the kind of goods that he could sell rapidly and make a good profit on, thus making his department pay.

For instance, he could look at his stock sheet of January 1913 and say, "How is that piece of goods R.S. cost 59c, retails for 90c?" If he finds out it is not selling, I would consider it good business to mark it down to a price, say 75c. and see if it would sell at that. Now, supposing he comes down to the head of the department at the end of another month and enquires if the piece R.S., cost 59c., retails for 90c. marked down to 75c. is selling. He finds the piece is half sold. He comes to the conclusion that it must have been marked too high at first or something. He inquires of R.S. cost 60c. retails at 90c., he finds it has been a very good seller. Now he finds that he can make a good profit on one piece of goods and sell it rapidly and make money out of it. The other one is slow and he has to cut his profit almost in two to sell it. He knows where he has bought each piece of goods. He knows which one pays him the best dividend to handle. Therefore he knows which house to buy that certain line of goods from to his own best advantage.

Now when he comes to a sticker, as above mentioned, he should mark the price it was marked down to on his stock list, also the number of yards in the piece. Now if this was done with each piece of goods and the total cost price, total selling price also where price had to be marked down, at the end of each month he could find out by comparing his lists with the sales from the department and allowing a certain percentage for remnants, etc., just exactly how much stock there was in the department—whether it was too heavy, too low or whether it was moving as fast as it should or not. Also he could push out the fast and slow sellers and this I think would give him a very good knowledge of just what kind of goods to buy and where to buy them to the best possible advantage.

I think by having a system like the above mentioned a merchant would be able to get his departments right down to a science and make them move more rapidly and keep them cleaner (free from old stock) and make more money out of them.

By keeping the separate stock lists he could also find out just at what season of the year he made the most money out of each season's goods.

J. J. McNab.

How Stock Was Taken

S. Vancouver, B.C.

Is it an advantage to know the total selling price as well as the total cost in an inventory? I say yes. For instance, some stores do not mark the cost price on a garment but take the inventory from the selling price. The advantage comes here. If you know what your stock cost you and also what it is worth at the selling price, you can get the percentage of your profit on the whole.

I have helped take stock where the system had been adopted of taking inventory by the selling price. Of course, it was done this way: Ties, gloves and hosiery were called in and a discount of 25 per cent. taken off the selling price; sweaters, underwear, and shirts 33 1-3 off; clothing ,hats, and suitings 40 per cent. off, and so on until the whole stock had been gone through. Of course, in the first place the lines had to be placed together that bore about the same rate of profit and taken in at both cost and selling price for future reference to get as nearly exact as possible.

Then, too, the office had a good chance to review the different departments and find out what lines were the most profitable and also the weak ones.

F. J. Lancaster.

Important to Take Both

Peterboro', Ont.

I consider it quite essential when taking stock to figure the selling as well as the cost price. Otherwise it would be impossible to tell at what advance your stock is marked. It is quite important to know this, if not absolutely necessary, because the cost of doing business hardly ever remains stationary and in practically every case the percentage is considerably higher than it was five years ago. If this is so, the advance at which the stock is marked should also increase. Another very important reason for knowing the advance your stock is marked at is this. By knowing this, together with your sales and purchases each month, you can get a fairly accurate estimate of the amount of your stock the first of every month. Unless you know this, it is necessary to wait until stock-taking, either one or twice a year to know how much merchandize you have on hand. When taking stock, it is very little extra work to take both cost and selling, so that I would consider it very poor business to take only the cost.

MANAGER.

Selling Figures Necessary

The chief purpose in taking an inventory is to get at the value of the stock were it placed on the market under the most favorable conditions. It is a most unusual thing for a stock to sell at cost price. When business is carried on in the usual way by its present owner it can be disposed of at cost, but when any unforeseen things happen and the stock is thrown on the market, which happens to 90 per cent. of stocks sooner or later, then 75 to 85 per cent. of the cost is as much as the best stock will bring. So that in taking an inventory the merchant to be just to himself and his creditors, should take it at the present selling price, which cannot be more than 85 per cent. of its cost; and if it is not first-class should be taken at less. Having bought and sold stocks all depends on the stock itself to determine its value. Some stock is good sale at 85 per cent., others are poor at 50 per cent. I think it a great advantage for a merchant to look at things from a business standpoint, which would be to face the selling price.

An old retail dry goods merchant lately transferred to the wholesale.

EXPERIENCE.

Helps Find the Leaks

Vancouver, B.C.

In reply to your question in 15th January number, would say I certainly consider it a great advantage to know both the cost and retail price in taking stock and have them recorded in stock bank.

1st—Less errors will happen in stocktaking, for in almost every store there are one or more clerks to whom the cost price means nothing but letters or figures, so if each slip had both cost and retail the merchant when copying into the stock book would note at once if the cost was wrong by the great difference or lack of difference between the two prices, for it is almost impossible to get a cost mark which has every letter or figure so different that an error is not easily made.

2nd—It gives a merchant better knowledge of his real average profit. It is not unusual for a man to wonder where the profit he thought he was making has gone. I submit that if a merchant takes both cost and retail of every article, and whether his store is in department or not, if he takes his stock down in sections, such as staples, fancy goods, men's goods, gloves, hosiery, etc., and figures out the average profit he has marked on each of these sections, then divides his sales as nearly as possible in the proportion of business done in each section, he may find some of the leaks his profits have been getting through, for while his average marked profit may be, say, 45 per cent. cost, still the average profit on his staples may prove to be only, say, 25 per cent., and may show an actual net loss; and, although he may have an average of 75 per cent. on fancy goods, if the turnover in staples is much greater, it may run away with a lot of fancy goods margins. So the real profit on turnover is nothing like 45 per cent. on cost, or 31 per cent. on turnover, as he might think, if he does not take the stock in sections.

3rd—If a man carries a stock of $20,000 and his turnover is $40,000, he is fairly well satisfied, as he turns his stock twice, but let him take both cost and retail and find out that the marked price of his stock is, say, $29,000, I submit he will feel very much like trying to increase his sales or see where he can reduce his stock for a 29,000 stock with a 40,000 turnover looks different, and a man materially thinks in the figures of his stock book, for if cost and profits should be figured on turnovers, why shouldn't turnovers be figured on marked price, not cost price, of goods?

These changes make a little more work, but very little except the double extensions in the stock bood, and it seems to me the extra knowledge gained is very well worth while.

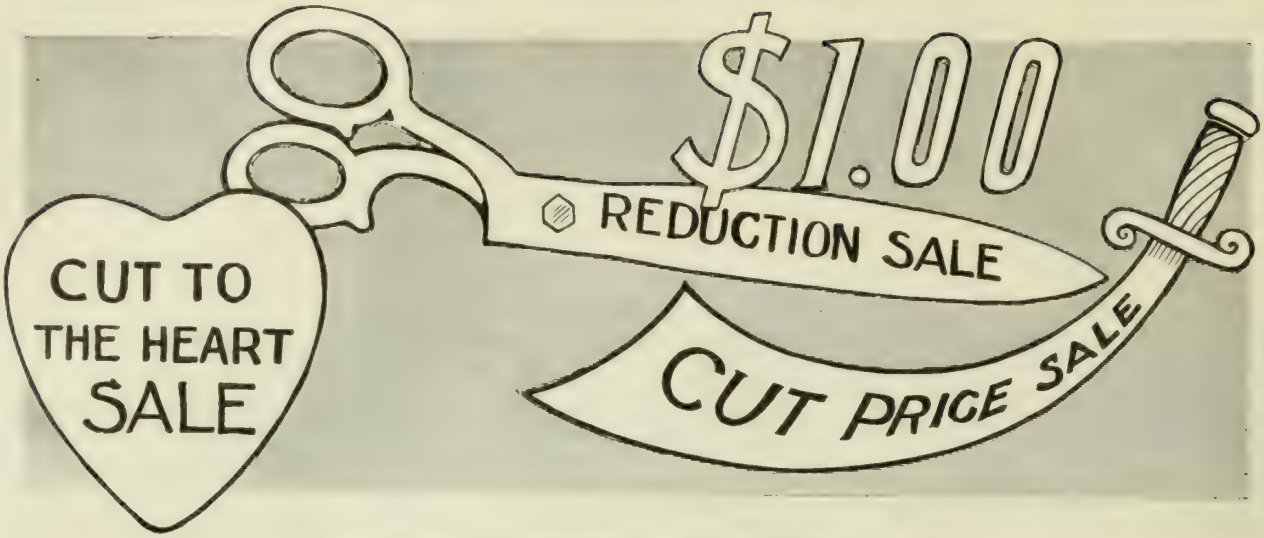
SUBSCRIBER.

Winnipeg, Man.—The death occurred at Fort Resolution, Mackenzie River, on December 5, of one of the most noted Hudson Bay Company fur traders of recent years, Robert McLenaghen by name. He has two brothers, John and James in Toronto.

Thamesville, Ont.—Geo. Hardy has bought out the men's wear and general stock of J. W. McGaffey.

St. Thomas, Ont.—Abe Squires, who for the past two years has been manager of the local store of Woolworth, Limited, received notification on Saturday that he had been appointed manager of the firm's store in Winnipeg.

A suggestion for a neat and effective unit, showing a complete outfit from hat to footwear. The various articles are arranged with an eye to effect, and the scheme of distribution has some novelty phases which are commendable.



Some samples of streamers used in men's wear stores.

Developments of the Streamer Idea

Stores are going in for this kind of display more strongly than ever before—Competition is becoming keen—Merits and weaknesses of the idea—Should streamers be allowed to completely subordinate window displays even for a short time?

A MARKED development in methods of window advertising of late years and more especially during the past few months, has been the use made of streamers. The tendency has been noted particularly in the larger centres, where the streamer habit has become very common. At the present time, stores are vying one with another in producing new ideas and effects and some very original schemes are being introduced. Many of the latest kinds of streamers are extremely effective, but many are also of the "freaky" variety and not a few are to be roundly condemned.

Peculiarly enough, the streamer habit seems to be taken up with greater avidity by men's furnishers than by merchants in other lines. The competition between haberdashery stores in the bigger cities is becoming keen. For the past two months, the writer has watched two establishments which stand on opposite corners and which have been fiercely battling for supremacy in the matter of streamer anouncements. One day something new and startling will be seen in one store, and it will really seem that the limit of ingenuity and the height of bombast has been reached. But, lo and behold! the very next day finds merchant number two with something still more ingenious perhaps, and certainly more bombastic. At various stages of the rivalry, both stores have been literally plastered over with signs and streamers.

Although the streamer idea is an old one, and has been carried on for many years, the tendency now is very marked to carry the idea to extremes. Some discussion of the merits and weaknesses of streamer advertising will, therefore, be of interest at the present juncture.

Streamers have been so inevitably connected with "going out of business" sales and bankrupt clearances that, in smaller places at least, they are still mentally associated, to some extent with those events. Some merchants are inclined, therefore, to regard their introduction with reluctance, fearing that they might give rise to false impressions, which if only temporary would nevertheless be harmful. This danger need not be feared after the idea has once been used. Streamers can be used for special sales without giving rise to any false impressions on the part of the public; in fact, people soon come to associate the periodical clearance sales of a firm with the streamer campaign used for such occasion. "Blank's whitewear sale is on," they say, when the streamers just put in an appearance.

Streamer used by Sellers-Gough Co., Toronto, for a long time, with good effect.

Few there are who doubt or dispute the expediency of the clearance sale. Departmental stores have proved that it pays to adopt a rigid policy of rushing goods out of the store as soon as any danger of surplus stocks being left over presents itself. At the end of a season, the fag end of the season's stock is offered to the public at terms which make a complete clear-

ance certain. Smaller merchants can carry out the same idea, on a lesser scale perhaps, but with results just as surely.

As a factor in promoting clearance sales, the streamer is of recognized value.

During the past few months, many varieties of streamers have been introduced. One of the most common is the triangular shape shown in Fig. 1, which covers half the window. Another common shape is that shown in Fig. 2, which also covers half the window space. Some dealers have carried this idea still further, taking up two-thirds and even three-quarters of the window.

When streamers of these types are used, the inevitable result is to completely nullify the effect of the display in the window. People see the streamer; they seldom look behind it. The interior of the window is darkened and the percentage of passersby who see anything but the streamer in the window is small indeed. Windows should not be utilized in this way, unless the merchant is convinced that the streamers will bring better results than window displays.

To a certain extent, this is actually the case. A special sale requires a special effort. Only a percentage of people will stop to look at a window display, no matter how clever it may be. Practically all will look at a streamer. Its size and the boldness of its letters compel attention.

From the standpoint of display effectiveness, an interesting problem arises here. Will the streamer without the assistance of effective window displays be sufficient to win more than the passing notice of the public, to interest them sufficiently in the sale to draw them within the store? Merchants who paste up their windows with the large sized streamers shown in Figs. 1 and 2, are acting on the supposition that they will be sufficient, for certainly streamers of this size completely dwarf the displays behind them.

In the opinion of many who have given the question close study, it is not advisable to thus completely subordinate window displays to streamers, even for brief intervals. They hold that it is better to work both together; which, of course, is quite feasible.

Figure No. 1, showing popular triangular streamer.

Figure No. 2, showing another common style of streamer.

If the upper part of the window is used for a streamer, the effect of the display is not lost to any extent. Above the level of the eye is more or less lost space with many varieties of displays. At the same time, the effect from the streamers will not be lost if only the upper part of the window is used. If the V shaped streamer in Fig. 1 had been made the size indicated by the inside line, or even smaller, the effect would have been just as good and the window space behind would not have been rendered absolutely useless.

The tendency has perhaps been more marked to use small signs. Some of the ideas in this way recently carried out by men's wear stores are shown. One dealer had the heart-shaped sign, size about eighteen inches across, pasted in his windows at intervals of six feet. They did not in any sense obscure the view of the window displays and yet they denoted most unmistakably that a merchandising event out of the ordinary was being conducted. While fault may be found with such trite expressions as "cut to the heart" sale, there can be no doubt that

Aonther merchant had representations of scimitars in his windows, the suggestion of a cut in prices being thus given. The same result was obtained by another store which used cut-outs representing tailor's shears. In neither case did the streamer interfere with a clear view of the interior of the window.

In some cases, stores are adopting distinctive signs for their windows which are used not for special sales, but the whole year around. The result of this plan is that the sign becomes familiar to the public, and becomes a sort of "window trade mark." Undoubtedly, this proves a valuable publicity feature and one of the things about it that will appeal is that there is no expense attached, or at least very little.

Essentials of Clothing Salesmanship

Extracts from a bright address—Do not regard the customer as an enemy—Courtesy and amiability are strong points, though familiarity should be avoided—Knowing the stock is one of the prime essentials—Closing the deal.

THE following extracts from an address on salesmanship, applied particularly to the handling of customers in a men's clothing store will be found particularly interesting. Salient features of salesmanship are dealt with on a broad basis, and the advice given is well worth earnest consideration:

"Greet the customer with a smile, when he is the sort of a man to whom a smile will be agreeable. Some men think you are 'soft' when you come forward with a smile. Greet the man according to his temperament; an unbending customer greet with an earnest, polite expression.

"Induce the customer to take his coat off as early in the sale as possible. It is an evidence of his earnest intention to buy. When the new coat is fitted on him avoid saying: 'It fits perfectly.' There is nothing perfect, much less the fit of a coat. Avoid placing the hands on his back, or on his person. This familiarity is resented by many customers, who will not say anything, but to whom such actions are most offensive.

"Neither use the term 'Brother,' as this, too, indicates a greater familiarity than the conditions warrant. As is usual, the customer will probably look at the set of the collar first. When he makes any criticism, draw his attention away from it by saying: 'The sleeves are just right, aren't they?' or a little long, or short, as the case may be. The salesman knows better than the customer does when the set and fit is right. Always draw his attention away from the point or feature to which he objects.

"Next, it is highly essential to know the exact cut of every make carried in the stock. Some of the lines vary so much that a coat marked 46 will be found to be no larger than another one marked 42. The fabrics of soft material will not give the same satisfaction in the wear as those of the hard twisted and closely woven kind, and it is not wise to too highly extol the wearing qualities of the former cloths.

"It is expected of the salesman that he will sell the customer without alterations when possible, to avoid this additional expense, but when the garment does not fit the salesman will secure the confidence of the customer by telling him so, frankly and truly. Be honest, first, last and always.

"It is the habit of many salesmen to regard the customer as 'an enemy,' or to involuntarily criticize him, the moment he appears on the floor; this habit is much to be deprecated, for the customer will be as the salesman makes him, friendly or unfriendly. Always make a friend of the customer for the comeback trade. Never shake the head when making a sale, or gesticulate with the hands. These but make the false impression that it is necessary to bolster up the statements with such emphatic motions, rather than the use of the plain truth.

"Be pleasant and accommodating at all times. To illustrate the advantages which come to an accommodating person on the floor, I will relate an incident of two youngsters who were employed at a wrapping desk as cash boys. The one was of an obliging disposition, and would do a favor any time for the salesmen on the floor when it was within his power. The other boy always rested on his rights, and would cry out 'Busy' when asked to do this or that. The former learned the stock, and is now on the floor as a salesman with a good salary; the other boy is still at the desk, and will remain there until he is fired for impertinence or incompetency. Being accommodating pays.

"To avoid asking questions all the time, in season and out, learn the stock. Know the peculiarities of every make of garment in the house. Some 36's are slight, others full cut, the models usually determine this for the salesman. Know what the different lot numbers mean, and what they indicate in shading, length and cut.

"You can tell much about a man by his walk and general bearing. The 'looker' can be interested and made to buy very frequently, if he be but correctly handled. He would not come in the house if he were not interested in the goods on sale in the store. The suggestion that he open a charge account will often sell him. The salesman must exercise caution and good judgment in making this suggestion, to avoid having him refused credit at the office.

"Many sales are made to the 'looker' by suggesting that he secure an option on the garment or suit by making a deposit of, say, one-fifth to one-fourth of the price; then when he comes in with his wife or to see it again, he will rarely ever look at any other garment. A little money down shows he has had the desire created in him to own this particular garment. Do not be hypercritical with the customer when studying him. Let him talk to 'get a line on him.' Do not show any impatience. Patience is better than opposition. Use kindly interest, diplomacy, and then earnest argument. Let him handle the goods which have been shown him, and bring him back to the garment which, in your judgment, is the proper one for him to buy.

"Use judgment in showing the customer; show him until he is interested, then go strong to the closing. It is five times as hard to regain lost ground as it is to cover it properly from the start. Therefore, learn how to approach the customer at the beginning, to make a friend of him. Refuse to sell him the garment when it does not fit him; look him straight in the face when telling him so, and he will believe you. Sell all customers for the come-back feature, if not in person, to the salesman, at least to the house. Personal trade is an uncertain factor. A salesman may spend his entire salary to create a personal following, but he cannot always control it, and it is the trade of the house after all.

"To the customer who will not talk, 'ride him'; i.e., be so insistent that he will express himself. He it is who is the hardest customer of all, and he must be diplomatically driven to tell what he wants. Foreigners who will not talk must be driven.

"Do not oversell the customer or induce him to buy more than he can pay for. Never raise the price the man tells you he wants to pay. When he refuses to name a limit, then judge the man by the clothing he has on and his general appearance. The customer who says 'show me' is hard to handle, for the salesman does not know where to begin his efforts and must create an interest by patient endeavor.

"The customer who likes everything he sees, is pleased with all the goods shown him, is no buyer now; he may be in the future, but it is not often he is sold at this time. To handle a crank, show him goods until you interest him, then assume an earnest tone and manner, and crowd him to the issue. Crabbed customers are so because they are giving away to their impulses like children, and they must be handled like children; no catering to the crabbed man, but be earnest.

"Never argue with a customer. The principle adopted by many successful houses is 'The customer is always right.' Take what he has to say without answering back. He will probably be sorry for his rudeness. No sale should ever be made with a bluffing manner. Every salesman has lost sales by being too particular about small matters. There is but one object in view, and that is to sell the man and to insure his friendship. Therefore pass up little things and stick to the main issue. Do not try to give a customer the history of the merchandise, like the fakir delivers his patent medicine talk, or like the talk of a drunken sailor. Be sincere, look him in the eye, keep hands, heads and body still, and with simple speech handle the customer according to his personality.

"When a man brings his wife with him to select a suit, sell the woman by all means, and should they disagree, lay out several garments and go away and let them handle the goods. In a short time they will have made a selection. This can also be done with customers who want time to meditate. Leave three or four coats with them from which they can make their selection, while the salesman will be seemingly engaged elsewhere. It is like doubling with customers on Saturdays. Years ago a salesman could wait on several customers at once, but if he can handle two to-day he is doing well.

"Never get angry at the customer. Bear in mind he is favoring you by coming into the store and paying you his money, and it is the duty of the salesman to treat him politely and courteously at all times. He knows, or thinks he knows, what he wants, and if his views are to be changed it must be done in a manner to make a good friend of him. For telling a customer, 'Do not be a back number, this is 1913 instead of 1800,' a salesman was discharged from a big store quite recently.

"Early in the season the customers are easier sold than those who attend the clearance sales after the season is over. Clothing buyers formerly shopped Saturday morning, but now a representative salesman may have less than a hundred dollars on his books at the noon hour, and wind up the day at closing time with from six to ten hundred dollars.

"Consider the feelings of the customer and cater to his self-love, pride or vanity. A customer asked for a 44 stout chinchilla overcoat with a shawl collar and belt, and when it was tried on the size of the man in such a cut and material made him look like a porpoise, and his companion could not avoid smiling at him. What to do was the question, and stepping between the tables, the salesman did some pretty hard thinking in a few seconds, and bethought himself of a certain chinchilla coat with a velvet collar, similar in color to the one worn by the companion of the buyer. As this was above the price the customer had said he wished to pay, the salesman consulted with him after this fashion: 'Will you go to $25 for a coat which was sold at $35, but now marked down?' The failure to be pleased with the first garment caused him to be less critical, and he expressed himself as willing to pay more, if he could find something which would please him exactly. Upon producing the garment, the companion expressed himself as being better pleased with it than any before shown, thus eliminating a serious objection and hindrance to the sale. When this overcoat was tried on the narrow velvet collar prevented the size of the man from being so conspicuous, and the sale was closed without further difficulty.

"Think about the store, think about how you will improve yourself, how to avoid the mistakes of the day. Every man has his own plan to sell, and let him perfect it. Make a study of all the men you meet, for any one of them may be your customer within the day, and though it will not be this very man, it will be one like him, and belonging to his

(Continued on page 94.)

Small Sale Led to Profitable Transactions

How tact led to big sales—Customer who entered store for 75 cent cap spends $15 and sends other customers to store who spend $25—A story with a moral.

A LETTER containing an account of interesting sales episodes, has been received from J. J. McNab, Orillia, tells how the use of sales diplomacy in one instance led to a series of profitable transactions. The story contains a moral not hard to find:

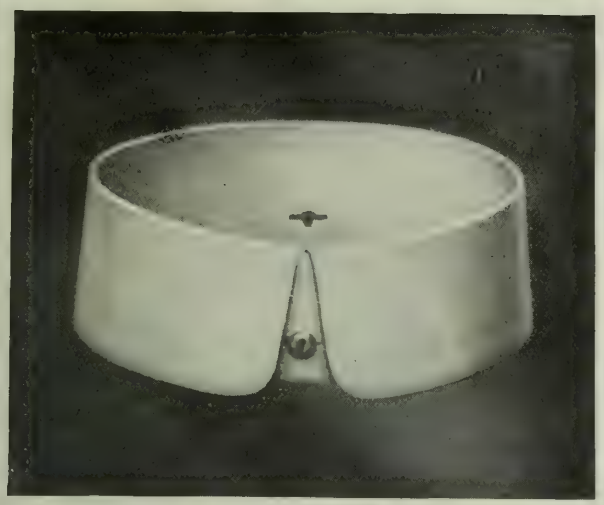
A few days before Christmas a young fellow came to the store and wanted to see our caps. I showed him these and, after a few minutes had been spent on deciding, he selected one. I then asked him if there was anything else I could get him. He said, "No, I have got all for to-day." I replied, "We have a very nice line of sweater coats just received for our Christmas trade. They are splendid value." He said, "I just bought this coat a week ago and paid five dollars for it."

I examined it and knew at once ours could beat it in both price and value. So I determined to show ours to him so as to demonstrate to him that we sold better goods for less money than they did where he had been in the habit of doing his buying. I then displayed our coats and asked him to try one of them on. To this he consented and then went to the glass and examined the fit of it. He examined the quality and I could see by the expression on his face that he was pleased with our goods. He then asked the price of it, and I told him it was four dollars. It was only a few moments until he said, "Well, I will just wear this one and keep it for a good coat and use that other one for working in."

I knew now that I had won the confidence of this customer and that it was my chance to score on him and sell him some more goods. I then asked him if he had purchased his winter supply of socks yet. I displayed some of our 50c. lines and sold him four pair of them. When he would buy socks I thought he might buy some underwear, so displayed some of our winter goods and after a little explanation on the class and quality of the goods, he picked on two suits at $2 per suit. I then thought if there was any chance of selling him more furnishings, I might just as well get after him, so I displayed some of our kerchiefs and sold him $2 worth of these. I then showed him garters, arm bands, cuff links, collar buttons, tie pins and clips, and sold him these to the amount of $2.25. I then thought I might sell him a suit or overcoat so inquired if I might show him some of our clothing. He replied that he had just bought a tailor-made overcoat and, as he had not worn his summer suit much, was going to make it do until Spring. I thought when I had sold him the fifteen dollars worth of furnishings when he only wanted a 75c. cap, that I might be able to work up a prospect of a suit or overcoat also. So I began showing him some of our ready-mades and also explained that we had the made-to-order system as well. I explained to him the way our garments were made, the quality of goods in them, the linings, paddings and so forth. Then I displayed before him our swatches of suitings and overcoatings, and showed him the different styles, patterns, etc. He said that he really did not need any. I said: "Well, that is all right. When you want your Spring suit come in and we will guarantee to fit you up to your entire satisfaction. And in the meantime should you find out that any person, possibly some of your friends, might want some clothing for Christmas, why here are a few of our cards, and, if you would be kind enough to give them one of these, I am sure you will oblige us very much and we shall endeavor to fix them up to their perfect satisfaction."

Now a very funny thing happened just the Saturday before Christmas. I was busy with a dress goods customer and noticed a lady and her son come in and go down the clothing side of the store. In about five minutes afterwards, just as I was almost through with my dress goods customer, I noticed the other lady and her son going out. Something seemed to tell me they had not been served, so I asked them if they had been waited on. "Well," she said, "no. We went back there but every one is busy." I said, "I have almost finished with this customer so if you will take this chair and sit down, I will wait on you in a few moments." To this she consented and when I had finished, which was in a very short time, I went over and asked her what I could get for them. She said, "I was wanting to get a suit for my son and there was a young friend of his, who was in here the other day looking at some clothing, gave us this card so we thought we would come in and have a look at it."

I then took them down to the clothing department and began displaying our suits. I had displayed almost all we had of his size and none of them seemed to just suit them both exactly. I suddenly thought of a suit we had ordered for a fellow and he had taken another one instead, so I said, "I have something here, madam, I think, perhaps would just fit your son." I displayed it and they were both well pleased with it. He tried it on and found it to fit perfectly except that the sleeves were a trifle short, so I explained that they were cut plenty long enough and that we would have them made the required length, without it affecting the appearance of the garment in any way. After this was explained they at once decided to take the fifteen-dollar suit. I asked her if there was anything else I could get for them while the coat was being altered. Well, she



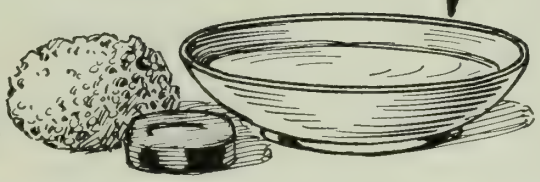
Give "Arlington" Collars The Right-of-Way

in your store, and they will take you to a successful waterproof collar business. They are fast replacing the unserviceable ordinary linen or celluloid collars, because they require no laundering, wear much longer, and do not turn yellow. Made in six grades, each superior to any other make at the same or any price. Send for 1913 samples.

The Arlington Company
of Canada, Limited

58 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



"KING EDWARD" SUSPENDERS

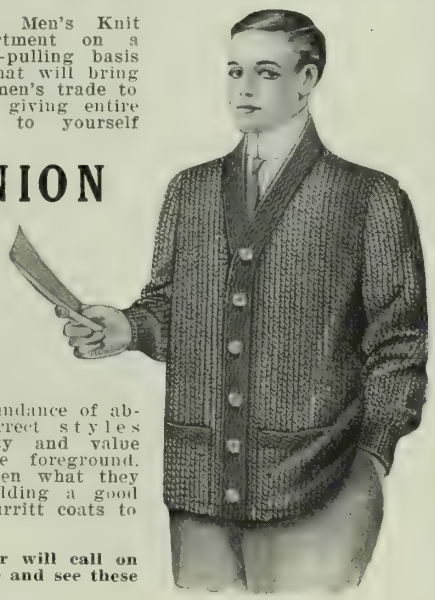
Retail 50c. Price

Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

BURRITT-IZE YOUR MEN'S KNIT COATS

Place your Men's Knit Coat department on a sound trade-pulling basis—a basis that will bring the young men's trade to your store, giving entire satisfaction to yourself and them.



DOMINION BRAND KNIT COATS

give an abundance of absolutely correct styles with quality and value ever in the foreground. Give the men what they want by adding a good range of Burritt coats to your stock.

Our traveller will call on you. Be sure and see these lines.

A. BURRITT & COMPANY
DOMINION MILLS
MITCHELL -:- -:- ONTARIO

said, she did want to get some drygoods; so I found out what she wanted and after showing her what we had, she bought ten dollars worth of dry goods from me.

Now our customer who came in and wanted nothing but a 75c. cap, was by the use of tact, won over, so that we sold him fifteen dollars worth of goods, and used him as an excellent advertising agent, which which proved very profitable to us. Of course, had we not just caught this lady on the spur of the moment, she might have come back and she might have bought at some other place, but our tact and advertising both worked out in perfect harmony and we got a $15 plus a $25 sale instead of a 75c. one at that time and I believe that as we have won the confidence of both those customers that we will get a good deal more of their business and that they will prove excellent advertising mediums for our store.

Big Deal Consummated

Semi-Ready Limited acquire factory and stores of R. J. Tooke Limited—Three Montreal retail stores are included in the purchase—Factories will be enlarged by new concern.

Montreal, Que.—A deal of considerable magnitude and importance to the clothing and haberdashery trade was consummated in Montreal this month, whereby Semi-Ready, Limited, manufacturers of ready-to-wear clothing, acquired possession of the factory, stores and other premises of R. J. Tooke, Limited, with a capital stock of $300,000. The negotiations leading up to the sale were conducted by Alfred Wood, vice-president of Semi-Ready, Limited, and R. J. Tooke for his own concern. The transaction is one of the largest straight purchases recorded in commercial circles for some time. Mr. Tooke is retiring from active business.

Alfred Wood, of Semi-Ready, Limited.

The three retail stores on St. James Street and on West and East St. Catherine Streets, Montreal, are included in the purchase, and it is the declared intention of the new owners to conduct the business with practically the same staff and managers. They purpose enlarging the factories and extending the operations of the Tooke Company throughout Canada.

R. J. Tooke.

While Glen S. Case will remain in charge of the up-town store of the Tooke concern, "Riley" Hern will move his present store into the same building, and will conduct a Semi-Ready store jointly with the Tooke furnishings.

Leslie B. Tooke remains with the new company, and will occupy an important position in the offices of the manufacturing and warehousing departments.

The present directors of the Semi-Ready Company were elected to the Tooke Board of Directors at a meeting held this month. These directors are: C. H. Nelson, president; Alfred Wood, vice-president; C. P. Creamer, managing director; H. A. Nelson, secretary-treasurer; J. N. Brownlee, C. F. Nelson and E. L. Nelson.

R. J. Tooke has been nearly forty-two years in business in Montreal. After several years of work in a dry goods house, he founded the business which he has just disposed of with his savings, a capital of less than $1,000. He is now comfortably within the list of Montreal's millionaires.

It is generally admitted that the younger men who have succeeded him will uphold the prestige and good name of the business which they have had the courage to assume.

BEAVER BRAND

Style No. 4675

Styles—
YOUNG MEN APPROVED

The young man to-day is the greatest style critic and what he says goes. Beaver Brand Sweater Coat Styles have always been a favorite with the young men of Canada because they embody that touch of the outside world that appeals to vigorous youth. Our 1913 styles will not disappoint. See them now.

Write Now for Samples.

R. M. BALLANTYNE
LIMITED

Manufacturers of Beaver Brand Knit Goods

STRATFORD - ONTARIO

IMPERIAL BRAND
PURE WOOL UNDERWEAR

Values that defy Competition

The verification of this statement is most pronounced in the fact that our line is meeting with greater success each year, and that the first orders are only the forerunners of more repeats throughout the season.

"Imperial Brand" Pure Wool Underwear has stood the test of years, and has grown more popular with the trade in the face of the keenest competition.

We are specialists in men's Natural Wool, Men's Elastic Knit, Men's High Grade Imperial, Men's Double Thread Balbriggan. Present delivery orders attended to promptly.

Send for samples of both Wool underwear for your present and Fall trade, and Balbriggan underwear for Summer selling.

KINGSTON HOSIERY COMPANY

Established 1880

Kingston, Ontario

Tobey Holds a "Peach-of-a-Sale"

Hamilton's inimitable advertiser, R. L. Tobey, conducts his usual first of year clearance sale with splendid results—Many "Tobeyisms" in the literature mailed out—Good value backed up the unique publicity measures.

THE inimitable R. L. Tobey, of Hamilton, has originated many advertising ideas which are, to say the least, unique. He has introduced personality into every effort that he has made to attract public attention; Tobey is writ large in every bit of "copy" produced. That the style has "caught on" is shown by the growth of the men's outfitting business of the "2 T's."

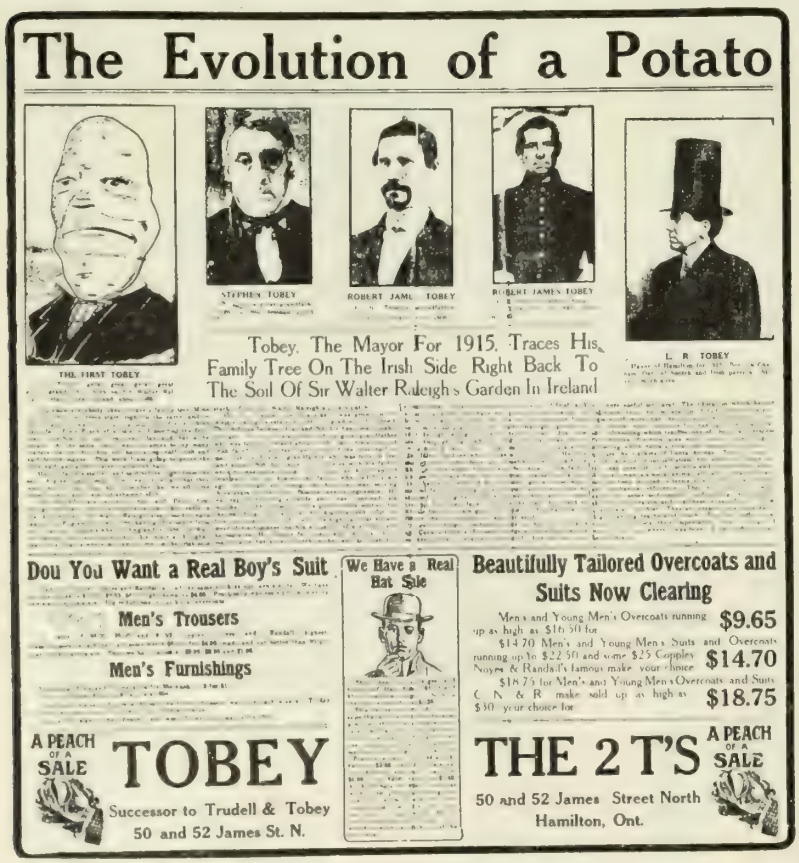
One of the ideas that R. L. Tobey has worked up with particularly good effect is the holding of an annual clearance sale at the first of each year. There is nothing new in this idea, but there is something distinctly new about the way he runs his sales. They are replete with "Tobeyisms." Typical of the whole plan usually followed is the name chosen. Last year it was a "bird-of-a-sale," this year it is "a peach-of-a-sale." Following out the latter idea, he has prepared literature which deals amusingly with the subject of peaches, grapes, lemons, cabbages, ets., as applied to sales. For instance, in dealing with cabbages, Tobey says: "Many men who miss this sale will feel that they have a head like a cabbage, after it is over. Many who attend it will think our Mr. Tobey has a head like a cabbage for selling goods so cheap." When he gets around to turnips, the following comforting reminder is given: "Though the turnip is of great value for feeding stock, it is not very nutritious, no less than 90 to 96 parts of its weight actually consisting of water. We are very glad to tell you that this is not a turnip sale, where 90 per cent. is water. No water in this Peach of a Sale. Just the solid Peach."

It must not be supposed, however, that the Tobey literature deals entirely with funnyisms. The jokes serve merely as an introduction to a striking line of selling talks.

A PROGRESSIVE COMPANY.

The "peach-of-a-sale" was held from December 28 to January 28, a full month. Not at any stage was the interest allowed to lag. One of the publicity measures which helped to keep interest up was the placing of four-sheet posters all over the city. Particular care had been taken with the preparation and printing of the posters, so that they were attractive. Some were displayed on frames outside the store door.

Several thousand booklets (containing the talks mentioned above) were printed and mailed out to customers throughout the city. A cut was secured showing a man's hand holding out a peach. This was used as the trademark of the sale. It was used in the circulars, on the posters, in the newspaper


The Evolution of a Potato
THE FIRST TOBEY
STEPHEN TOBEY
ROBERT JAMES TOBEY
ROBERT JAMES TOBEY
L. R. TOBEY
Tobey, The Mayor For 1915, Traces His Family Tree On The Irish Side Right Back To The Soil Of Sir Walter Raleigh's Garden In Ireland
Dou You Want a Real Boy's Suit
Men's Trousers
Men's Furnishings
We Have a Real Hat Sale
Beautifully Tailored Overcoats and Suits Now Clearing
Men's and Young Men's Overcoats running up as high as $16.50 for $9.65
$14.70 Men's and Young Men's Suits and Overcoats running up to $22.50 and some $25 Coppley Noyes & Randall's famous make your choice $14.70
$18.75 for Men's and Young Men's Overcoats and Suits C. N. & R. make sold up as high as $30 your choice for $18.75
A PEACH OF A SALE
TOBEY
Successor to Trudell & Tobey
50 and 52 James St. N.
THE 2 T'S
50 and 52 James Street North
Hamilton, Ont.
A PEACH OF A SALE

A typical Tobey advertisement.

FROM DECEMBER 28th

TO

JANUARY 28th

TOBEY, THE 2-T'S

50 & 52 JAMES ST. NORTH,

HAMILTON, ONT.

"Trademark" of Tobey's latest sale.

"Clothing that is different."

"Known from Coast to Coast."

If you want the trade
of discriminating men,
handle

Campbell's Clothing

Let us tell you about our Special Order Service.

Spring Samples ready now.

The Campbell Manufacturing Company, Limited
MONTREAL

NOW IS THE TIME TO ORDER YOUR RACKS FOR THE SPRING TRADE.

OUR ECONOMY RACKS are made in our own **FACTORY** of best materials and workmanship. Large stock now ready for shipment.

Our new catalogue just off the press is full of new ideas for the up-to-date merchant.

WRITE FOR COPY TO-DAY

CLATWORTHY & SON, LTD.
TORONTO - - - ONTARIO

THE FIVE POINTS OF SUSPENDER COMFORT ARE IN "FIT-RITE"

No suspender, no matter how resilient the web may be, will ever give genuine comfort unless it fits perfectly. To fit perfectly it must first be adjusted so that there is no pull anywhere—no draw from the front or back, around the waist line or falling from the shoulders.

"Fit-Rite" suspenders are adjustable at five different points, thus ensuring perfect fit and comfort. Made of best quality elastic web, with heavy brass wire fittings and leather ends.

Write for prices today. We also make men's armlets, garters, leather belts, and all kinds of suspenders.

Made and sold by

The Canadian Suspender Manufacturing Co.
92 PETER ST. TORONTO

advertisements, and on all the price and show cards used in the store and in the windows. That picture became so familiar to the people of Hamilton that the "peach-of-a-sale" became almost a household word.

SOLD GOODS AS ADVERTISED.

Back of the publicity measures was a principle which was quite as effective in its way in bringing the business as the unique advertising. The people were offered goods exactly as advertised at exactly the prices advertised. If a certain value article were offered at a certain price, customers were given just exactly what was offered. In other words, the statements made in advertising were backed up to the fullest extent. People came to appreciate the fact that they could rely on whatever Tobey offered. And that helped a lot in making the sale a success.

Commenting on the results obtained by his sale, Mr. Tobey states that it was very successful, quite as successful in fact as the many unique sales that he has conducted in the past.

Canadian Trade Wanted

Vancouver, B.C.—"We want to build up a larger trade in cotton goods with Canada, and the prospects of developing the trade in textiles to a much greater extent than formerly are very bright.' That is the statement of W. A. Graham Clark, commercial agent representing the United States Department of Commerce and Labor, on his arrival in Vancouver. He has visited all the important cities in the Dominion and is at the present time conducting an investigation into trade conditions to ascertain the possibilities of extending this particular branch of trade with Canada.

"I find," continued Mr. Clark, "that there is a growing market for textiles in this country, as the mills on this side of the border do not appear to be keeping pace with the demand, and I am more than convinced that in the near future, Canada will be importing cotton goods on a much larger scale than in the past."

In conversation with the representative of The Dry Goods Review, he pointed out that Canada imported cotton last year to the value of $22,000,000. Of that amount Great Britain secured two-thirds and the United States the balance, and his mission was, he stated, with a view to seeing if further trade between the United States and the Dominion could not be fostered.

"There is thus," he added, "great room for improvement, and it is for the purpose of bringing about more extended trade relations that I am making the present tour." Mr. Clark started at Quebec and has paid a visit to every trade centre of importance while en route across the continent.

In the course of his wandering Mr. Clark has visited thirty-seven out of fifty-one independent countries in the world getting into the line of trade with a view to the expansion of business so far as the United States are concerned.

News Items

Vancouver, B.C.—The Co-operative Clothing Co. are going out of business and are holding a big clearing sale.

Zurich, Ont.—The Jackson Mfg. Co., makers of boys clothes, have started operations in their own factory.

New Liskeard, Ont.—W. J. Elliott and S. S. Ritchie have formed a partnership and gone into the general dry goods business.

Kingston, Ont.—John Orr, formerly a member of the firm of Richmond & Orr, passed away at the age of 61 years.

Essentials of Clothing Salesmanship

(Continued from page 87.)

class, and when you have thought out a plan to sell him, the plan will come to your hand when he comes into the store.

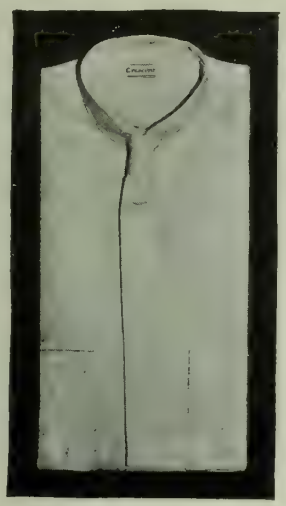
"Should the customer want to have a suit made by a custom tailor, tell him if he goes to a first-class man he must pay the price, and if he patronizes any cheap tailor who has had a brief training in some cutting school, or a short experience in a wholesale house, he will not get anything near the value he does in a first-class ready-made suit, like that which is to be had, at the price, in all high class clothing stores. The salesman should be so well posted in the cost of producing clothing that he can back his argument with the exact figures. In closing, reach the climax as quickly as possible. Say your say in an earnest, impressive manner, and then stop. To insure speed, waste no time in arguing. Concentrate. Hold the thought of speed constantly, then look it and act it.

"There is a big field in which to introduce the cultivation of efficiency. Men have been in some of the biggest stores for from ten to fifteen years, and have not had a raise of salary of $2 a week in a long time. Why? Because of their inefficiency. The salesman should go ahead, qualify for a bigger salary and ask for it. Make yourself worth more and get it. Go ahead all the time.

"Closing the deal is, as a matter of course, the most delicaté part of the sale, and in eight times out of ten failure to close the sale is caused by talking too much. There is one man on the floor whom I know who is always behind his calls for the reason he does not close his deals. He talks too much. Close your deals quickly, and with as little talk as possibly. Study your customer until you know him thoroughly and the next essential feature is that you know your merchandise as well as you know your own family."

Crescent Shirts

See the Special Summer Line



Lounge Collar Shirts will prove tremendous sellers this coming season.

Be sure you make a good showing.

Our special Summer line of shirts, an entirely new range, will be in the hands of our representatives 1st March for June delivery. A selection gives you the opportunity of extra business.

Shirt Department

Crescent Manufacturing Company, Limited

2 Inspector Street, Montreal

See that you have an ample stock of

Hewson Untearable and Bannockburn Tweeds

bought for Fall. They're going to be very popular. Also

OUR CELEBRATED MACKINAW

Your Wholesaler carries garments made from this famous all-wool HEWSON CLOTH. ASK him to let you see them.

Mackinaw Shirtings

famous for their durability—particularly suitable for Workingmen's Shirts.

SOLD ONLY THROUGH JOBBERS AND CLOTHING MANUFACTURERS

Hewson Pure Wool Textiles

Limited

Amherst, N.S.

Lion Brand Clothing is Popular

We are opening our fourth factory, at Zurich, Ont. The general excellence of "Lion Brand" Boys' Clothing has created such a demand from the progressive merchants from coast to coast that we have added greatly to our facilities, which will increase our output and ensure prompt delivery.

Write for our catalogue.

The Jackson Mfg. Co., Clinton

FACTORIES:

CLINTON GODERICH EXETER ZURICH

Silhouette Work in Card Writing

The introduction of black figures does much to give distinction to a card—Amateurs can make silhouettes without any difficulty—How the idea can be introduced into highly artistic effects.

CARD writers can use silhouette drawings to splendid advantage. In the first place, they give plenty of contrast and make a striking looking card. The black figure stands out much more prominently than elaborate drawings would do. In the second place, they are comparatively simple to draw.

Many card writers do not attempt much in the way of ornamentation but stick to plain lettering because they feel that they lack the artistic ability to execute anything more difficult. As a result, they are very much limited in their scope. For such as these, the silhoutte figure can be recommended. To execute work of this kind does not entail any considerable degree of skill. In fact, the figures can be traced on the board and then inked by the veriest amateur.

A silhoutte drawing is made in two stages. It is necessary in the first place to draw the figure in roughly in pencil. Only by so doing is it possible to get the proper proportions in the figure and have the outline correct. The next step is to ink in the drawing, leaving the parts untouched which it is desired to have show white. Thus in the cards reproduced above, the parts left white are collar, shirt, vest, cuffs and spats. In the full length figure, the effect is much more striking than if an actual drawing of a man in full dress had been given. In the hat-card, a stripe effect in the cloth has been secured by running narrow lines of white through the black.

Rough sketches are reproduced to show the way in which silhouettes can be worked up. The first step is to sketch in the figure but this can be done by tracing quite handily. Clip a suitable illustration from some magazine and trace in the outlines as in the full length figure, in racing "togs." Then blacken in the desired parts. If desired, a further touch can be added by lining in a background, as a general rule, however, it is better to leave the figure alone as it will then stand out with double prominence and distinctness. A simpler measure still is to clip a figure from a magazine, close cut it and blacken in as desired. It can then be pasted on the card.

There are various modifications, or rather complications, of the silhouette idea which card writers with the necessary artistic qualifications can carry out. A certain school of artists, of which Coles Phillips is perhaps the best known, produce pleasing effects by leaving parts of their drawings blank, although the suggestion is there so strongly that the eye catches the idea at once. Thus the head, a collar, an arm, the waistline and the feet will be all that is shown to represent a figure and yet the drawing will have a suggestion of completeness. This class of work, while extremely effective, requires a high degree of skill. Some card writers have utilized the idea with the best of results.

Silhouettes can be used in any color, although black on a white ground is in many respects the most effective. Gray shades can be used to good effect. Some splendid cards have been seen where were faintly traced in light gray or in green lettering, being traced over in stronger shades. When work of this description is attempted, however, the card writer must have full confidence; for a wide share of ability is required to do it attractively.

Harvey Knitting Company, Limited, Woodstock

This exclusive line will be shown in your town before long for you to pass judgment on it. Give it a thorough inspection and compare our values with other lines offered you.

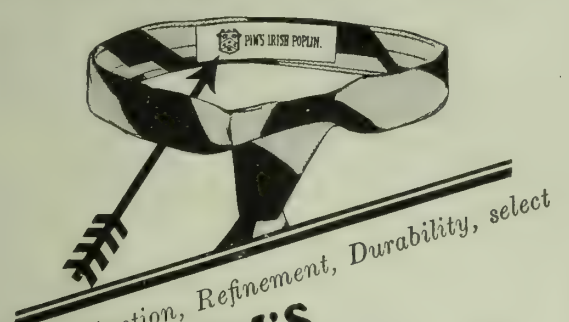
Harvey Knit Coats are hand made, full fashioned and handsomely finished. Also see our our line of Shaker Knit Coats and boy's knitted suits.

We sell only to the retail trade

Agents:

Maritime: F. S. White, St. Stephen, N.B. Quebec: P. DeGruchy & Son, 207 St. James St., Montreal. Ontario: J. E. McClung, 33 Melinda St., Toronto. Manitoba and N.W.: S. Groff & Sons, 290 McDermott Ave., Winnipeg. British Columbia: H. P. Lang, 601 Welton Bldg., Vancouver.

PIM'S
IRISH POPLIN



For Distinction, Refinement, Durability, select

PIM'S
IRISH POPLIN TIES

They are the most fashionable Ties obtainable, and present a wide range of tasteful designs in self colors, stripes, etc.

Wholesale—PIM BROS. & CO., Irish Poplin Manufacturers, William Street, Dublin.

Canadian Agents—Hyndman Commission Co., 156 Lombard St., Winnipeg. Thomas Brophy & Sons, 41 Herald Bldg., Montreal.

You should see these lines for FALL 1913

Knitted Mufflers

A very complete line of Pure Silk and Artificial Silk Mufflers—About 70 varieties to choose from—All shades.

Knitted Gloves

A wide range of popular styles

Knitted Caps

Styles that will sell—No stickers.

Sweater Coats

All the best selling lines included in our new Fall range.

REGENT SHIRT CO., Limited

149 Notre Dame St. W. - MONTREAL

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

Editor of Dry Goods Review.—"We are opening a store of ladies specialties consisting of costumes, blouses, millinery, hosiery, etc., no piece goods. Any suggestions you could give us on the display will be gladly welcomed."

See Art of Display department. Any of the advertisers will be pleased to give full information of their lines.

• • •

Editor of Dry Goods Review.—"Please tell me where I can buy wooden stands for window display." The Oscar Onken Co., 1656 Fourth Avenue Cincinnati, U.S.A.

• • •

Editor of Dry Goods Review.—"A customer of ours is enquiring for corsage bouquets to retail at $1.00 to $1.50. Where can we obtain same?"

R. D. Fairbairn, Co., Toronto, have silk and satin flowers for corsage bouquets. Any of the neckwear and millinery houses prepare them. Elliott, Sherring & Co., Toronto, make a specialty of this line. Artificial flowers are supplied in this arrangement by Botanical Decorating Co., Chicago, and Canadian Flower Co., Montreal, or by any of the artificial flower manufacturers. See advertisement in Art of Display section.

• • •

Editor of Dry Goods Review.—"Who are makers of surplices and caps for choirs?"

Home & Watts, Toronto; Miller Mfg. Co., Toronto.

• • •

Editor of Dry Goods Review.—"Please let me know who are makers of asbestos silence cloths?"

H. W. Johns-Mannville Co., Wellington Street, Toronto, and Kearney Mfg. Co., 148 W. 62nd Street, Chicago, manufacture asbestos silence cloths.

• • •

Editor of Dry Goods Review.—"Where can we procure Penelope cabled twist crochet cotton No. 30?"

We do not know this brand. D. M. C. Maple Leaf and Anchor brands can be supplied by any of the distributing houses, Anchor brand is controlled by Central Agency, Ltd., Toronto and Montreal.

• • •

Editor Dry Goods Review.—"We want to get card holders for the ends of dress goods boards. Can you give us the address of any firm who make these, also advise what kind of card holders you would advise using."

Victor H. Canaham, Guelph, makes card holders for the ends of dress goods boards. Taylor Mfg. Co., Hamilton, can supply them.

Different size square card holders, in any metal finish are considered the best because of the uniform appearance they give. They save the cards and both sides are used. Any of the fixture houses have them. Write for catalogue to Dale & Pearsall,, Clatworthy & Son, Toronto Brass Mfg. Co., or A. S. Richardson, Toronto, and Delefosse & Co., Montreal.

• • •

Editor Dry Goods Review.—"Where can we buy colored knitting wools (for stockings) from the manufacturers?"

You can procure colored knitting wools for hosiery from Bonner Worth Co., Peterboro, Ont. H. Binns, Empire Bldg., Toronto, represents one of the leading English mills, who specialize on yarns for the hosiery trade. J. & J. Baldwin, Ltd., have all grades of yarns. Their Canadian representative is Duncan Bell, Manchester Bldg., Toronto.

• • •

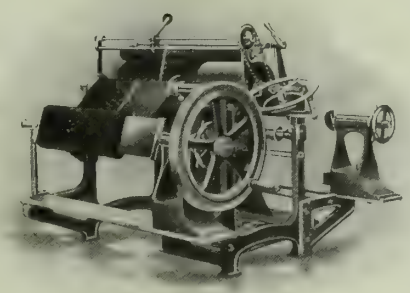
Editor of Dry Goods Review:—"What make of time clock in your opinion is the best for a dry goods establishment with about thirty hands. Something simple and accurate."

The International Time Recording Co., of Canada make over 400 kinds of time clocks. Choice of a satisfactory machine is a matter for personal selection and price.

Hand-Power Rolling and Measuring Machine

with Improved Rolling-Off Attachment and Special Arrangement for Inserting Paper Tape Measure

Splendid for Stock-taking



Saves Time, Money and Labor

This machine has been specially designed to meet the requirements of manufacturers and merchants at stock-taking times, having a special attachment for **Re-Lapping** and **Re-Measuring** pieces through the machine. All that is necessary for this operation is to fix the piece which is to be re-lapped between the **two special grips** at the back of the machine, and then pass through the machine in the ordinary way. This arrangement makes **obsolete** the present laborious method of unrolling by hand.

Also this machine is fitted with a very simple device for inserting a **paper tape measure**, a system of measuring piece goods which has every appearance of becoming universal. In addition to this, **the machine embodies all** that is necessary for Lapping and Measuring pieces in the ordinary way from the cuttle. The Rolling Heads are fitted with **ball-thrust bearings**, so that the machine can be operated with perfect ease.

The measuring clock is marked 100 yards and driven by machine-cut worm gear, and is constructed for measuring in yards or metres as desired.

Made by JOHN T. HARDAKER, Bradford, England

Sole Canadian Distributors and Selling Agents. **WALTER WILLIAMS & CO.,** 525 St. Paul St., MONTREAL 20 Wellington St. W., TORONTO

Underwear That is Built to Satisfy

WATERHOUSE WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR

The delightful softness and comfort of this underwear is enthusiastically proclaimed by everyone who wears it. A feeling of satisfaction —both for yourself and your customer—goes with each sale of

MAPLE LEAF BRAND UNDERWEAR

And this feeling of satisfaction continues for a long time because this line abundantly fulfills the requirements of your best patrons as to quality, cut, finish and wear.

Before ordering underwear for next Fall and Winter it will pay you to see our large range of samples.

THOS. WATERHOUSE & COMPANY, LIMITED
INGERSOLL, ONT.
MONTREAL: Harold F. Watson, Weldon Co., Coristine Building

The Review is now giving a service with its two issues each month that is impossible with a monthly paper. You will always find the news first in **"The Review."** The paper that does things.

Style Features of the Spring Models

Descriptions of some of the most stylish showing in New York—Malines used in many ways—Aeroplane and Bunny bows are rivaling the Gaby bows in popularity—Beautiful floral garnitures.

CLOTHING manufacturers are preparing samples of Fall garments which will be on the road about March 15th. Wholesalers and manufacturers' ranges of suitings and overcoatings are expected to be ready within the month. Some early samples have been received. At present repeats are being booked for Spring delivery and buyers are in Europe assembling mill ranges for the selecting of the clothing and tailoring trade. First shipments of Fall materials have been received by the clothing makers and the early indications of coming styles and fabrics for more staple lines are assured. Reports from the English and Scotch mills show that early orders for Fall are satisfactory and contracts placed in advance are at firm prices.

Placing conditions differ for the clothing manufacturer and the wholesale house in buying. The former has to give the bulk of his orders in advance as no stock is made up at the mills. Wholesale representatives place their orders at the different mills after retail buyers have made their selections. In this way, the latter has the consensus of opinion of different parts of the trade. They also have an index to repeats. Instead of buying stock which in their judgment will sell, assortments carried now are based on general orders received. There is very little speculation. Samples left after the season's trip give a fair indication of the trend of demand, although they do not hint the novelties of the coming season. The difference between the ready-to-wear and the semi-ready clothing materials and those of more exclusive tailoring houses is met as far as possible by the experience of manufacturing buyers and the success with which cloths are featured by respective clothing mills.

This year stocks and the assortment of samples left after non-sellers and sold out swatches have been discarded, show an absence of tweeds and a scarcity of browns. This is met, of course, in repeats but is also an indication of the Fall demand. Worsteds have sold up well. Samples still carried contain many pleasing grays in soft shades and some of these neat patterns are likely to be favored later. Following mid-summer demand for tweeds, homespuns, and finer flannels in light grays, augmented by samples of midseason novelties in tweeds and worsteds, the Fall season is expected to favor a continuation of these features in patterns and colorings.

NATIONAL HUES AND SIMPLE DRAPERY FAVORED.

Fall clothing styles will conform to English outlines, modified to meet Canadian and American ideas. The cut is not to be extreme, but similar to present vogue. The tendency may be to closer lines but not to such an extent as in the clothing which marks the nationality of the wearer. In the cut of models being prepared in Fall 1913 samples, clothing manufacturers are approaching those outline features, which tend to give character and still retain sufficient drapery, desired by the careful dresser of good taste. At present, no decided changes from the natural outlines of the standard, athletic or stout men's garments is proposed. The idea is to develop a Canadian style for each figure without becoming too extreme for the dictates of business or occasion ethics. Manufacturers are not losing the effect of correct fit, which is essential to each model because of deportment, appearance or age of the wearer.

In the standard figure, the coat is about 31½ to 32 inches and in the athletic cut is 32½ inches. Two and three-button sacks, with long roll and sharp cut frock front and neatly cut-away in front but fitting in natural lines in shoulders and drapery over hips, are preferred. The vest is cut fairly high. Trousers are simple again and drop in a straight line with the creases; with average 21½ to 22½-inch knee and 16 to 16½-inch bottom or cuff. In the whole, manufacturers are obtaining distinctiveness in cut and outline because the garments are sufficiently form-fitting to retain the simplicity necessary with the inspiration of style.

Manufacturers are not ready yet to decide the ratio of fabrics but a good season on tweeds with a fair proportion of worsteds is looked for. This is largely a matter of business and style and one branch especially, young men's selection will favor tweeds. Norfolks and smart day or business dress is likely to demand tweeds or cheviot finished serges. For more conservative wear, worsteds in neat effects and in grays will lead.

"BE PREPARED"

For Big

BOY SCOUT BUSINESS

The fast increasing popularity of this patriotic movement makes it imperative that you go out after this trade

Be the OFFICIAL OUTFITTER of Your TOWN

and learn the great possibilities of successfully catering to the best boys' and girls' trade

We are in CONSTANT TOUCH With SCOUT HEADQUARTERS

and can supply you any information regarding these movements and the complete official outfit at the lowest cost

MILLER'S OFFICIAL OUTFITS LEAD AMERICA and are the standard for uniforms and accessories

We have special departments specializing in

MILITIA and CADET UNIFORMS, CHOIR VESTMENTS, And All WASHABLE CLOTHING For

Barbers, Waiters, Cooks, Butchers, Dentists, Doctors, Bartenders. Porters, etc.

LET US KNOW HOW WE CAN HELP YOU

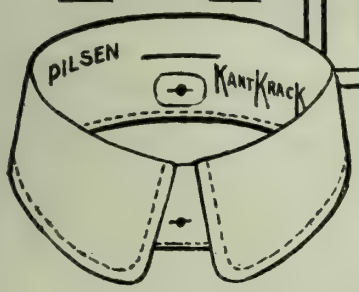
The Miller Manufacturing Company, Limited

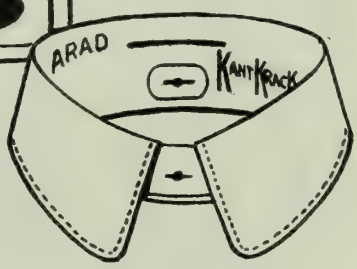
251-3 Mutual St., -:- -:- -:- **Toronto, Ont.**

KANT KRACK

COATED LINEN

COLLARS





Vastly The Best

because they are vastly different. And this is the difference; KANT KRACK Collars are real linen collars with a waterproof coating, pliable and wear-resisting with long slit back which gives when being attached without breaking, and the riveted flap which reinforces the usual weak part. Soap, water and sponge is the extent of the laundry bill. "*One grade only and that the best.*"

(Made in Canada)

The Parsons and Parsons Canadian Co.

HAMILTON -:- -:- -:- **ONTARIO**

Patterns will be small and neat. They consist of browns and grays in pick and pick, two and two, and delicate small hair-lines, birds' eyes, etc: Plain colors are preferred and, while the patterns are not marked, they obtain a definite character. The staple blues which cover numerous shades in rough-finished serges should be better than a year ago. Some lighter shades in novel blues and neat inconspicuous patterns are seen. Although the patterns are sufficiently different from those of a year ago to relieve the staple effect, which pertains to some lines of branded clothing.

BELTED AND PLEATED STYLES IN OVERCOATS.

Overcoats are designed for warmth and are intended to be practical and fit naturally. Convertible collar styles and belted makes with plain or raglan shoulders are booked as leading numbers. Lengths are shorter and button through kinds are preferred. About 45 inches is the extreme length and in most of the models, the hills from the shoulder to the skirt show fullness, while the belt is belted. Some of the garments have an inverted pleat or watteau and the back is contracted, with a broad belt, to show fullness. Most of the models are shoulder lined.

OVERCOATINGS FEATURE WARMTH.

The character of the cloths also lend themselves to the idea of warmth. Chinchillas, naps, moss-finished curls and Whitneys, heavy cloths are made up in numerous styles. All the cloths are soft-finished and usually feature brushed or curl finishes. The whole success of the coming season is defined by the demand for style rather than service. Many of these cloths are not likely to prove serviceable because this rap or curl is attached or taken out of the material itself. The texture of the fabric is loose and the cloths most likely to prove the season's success, both in design and colorings are mostly of this nature. But the development of ready-to-wear business is to combine an amount of style because the life of the garment depends on style and smartness for a season or until another change in style is promoted.

Cloths are mostly in soft shades and plain. In many cases the only color is introduced by the brushed effect on the small ground design, where a pattern is featured. The shades run to browns, soft tans and grays. Some of the garments are reversible but more plain than plaid back are included in the ranges.

MACKINAWS THE SEASON'S NOVELTY.

One of the season's novelties will be Mackinaws. These are made in English style, similar to an outing or hunting coat. The style is shown for Spring to some extent but, is not received as well as expected. They have done well in exclusive New York and many of the larger cities where they have been shown. Mackinaws are made in fancy cloths and the style of the garment is most applicable to a skeleton coat. They are typical Norfolks with shawl collar overshoulder pleats or pleated to a yoke and belted. They are 30 to 32 inches long and furnished with large buttons. The cloth is similar to an eiderdown only with more weight and texture and comes in four-color combinations. Blue and black, crimson and black, gray and black and brown and black. Both single and double plaids are shown by different houses.

The development of children's clothing in conjunction with the men's wear trade is growing along the demand for style, better garments and correct materials. Style is as important as in the adult section provided the cut and workmanship is right, merchants have a splendid opportunity, children's garments in suits, overcoats and reefers are selling as high as $15 a garment. Several clothing merchants are opening a department for girls' reefers, as many of the styles now made by manufacturers make a specialty of this high-class trade. Many merchants in the West handle exclusive lines and go after this branch of business which has been hitherto neglected. For Fall, several new models, for girls 14, 16, 18 years, are being prepared which are suitable for exclusive trade. These garments are equal in every way to the high-class tailoring and style dictates seen in larger-sized garments and take advantage of the demand for garments similar to those worn by elders. Success in smaller sizes and the amount of business done in the juvenile departments of the aggressive clothing stores suggests a growing turnover in these lines as a future development. This end of the department has practically no competition.

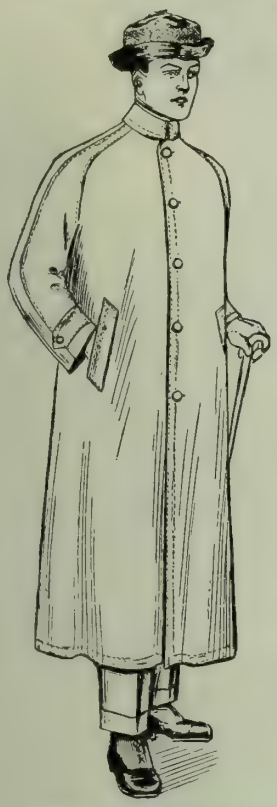
Moncton, N.B.—Alphee R. Robichaud has opened a mens' furnishing store on Main Street.

* * *

Pembroke, Ont.—Jas. Thackray and F. W. Schultz have opened a gents' furnishing store in the shop between Clarke & Andrews and the Pembroke House formerly occupied by F. W. Chambers.

* * *

St. Thomas, Ont.—Willard Howard, formerly of St. Thomas, who has for some time been men's furnishings buyer for R. McKay & Co., of Hamilton, received a pleasant surprise Saturday when John Campbell, on behalf of his fellow employees, presented him with a purse of gold and a fountain pen. Mr. Howard has purchased the stock of Chas. Shields, King Street east, and intends remodeling the store and open an up-to-date men's furnishing store.



1006—Leader Raglan
$7.00
Double texture Paramatta, in fawn, brown and reseda.

"All That The Name Implies"

The "QUALITY" *Brand*

Waterproofs

For Men, Women, Children

QUALITY IN FIT STYLE MAKE

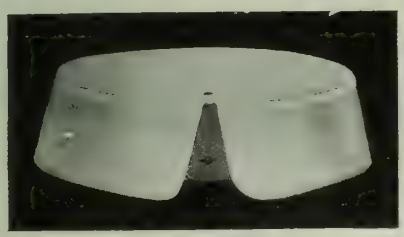
Samples Sent Prepaid on Request.

Toronto Waterproof Mfg. Company

30 Wellington Street West
TORONTO

717—Motor
$5.50
Single texture Paramatta, in fawn and reseda.

S. D. COLLARS



Dressy Linen Collars Minus the Laundry Bill

Everyday sees the famous S. D. Collars grow in greater favor with the Canadian trade. They sell readily at a good profit and give entire satisfaction. Being waterproof real linen collars they eliminate the laundry bill entirely. No breakage, no odor, absolute service, made in three qualities.

Linolo	at $2.00	List
Lima	" 1.50	"
Peerless	" 1.25	"

Made in linen, gloss and dull finish. Sizes, 12-18.

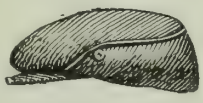
Write for catalog and discounts to-day.

The Smith-D'Entremont Co., Limited
1475-77 Queen Street West - - Toronto

WREYFORD & CO.

TORONTO

Wholesale Men's Furnishers



For Immediate Shipment—

"Viator" and Aviation Caps
from $6.00 dozen.

Tress' Winter Caps
Camelhair and Grey Fleece—$12.00.

Scotch Knit Gloves
$3.40, 4.50, 6.50, 9.00, 10.50

Coat Sweaters
With Collars

YOUNG & ROCHESTER'S
New Neckwear and Shirts.

Hat Styles for the Fall Trade

Showing of soft hats will be larger than last year but diversity of shapes will not be so marked—Neater shapes to be worn in Derbys—Rakish styles are passing.

ONE Fall and Winter season is hardly over before manufacturers are ready with lines for the following year. First ranges of mens' hats are ready for 1913 season. Early indications are that the later influences of this season are to be felt in the style ratio of next season's styles. Some changes are noted, and by the time opening buying is commenced other style influences are likely to be seen. The assortments of mens' hats as far, as they are ready, show the interpretation of several manufacturers' outputs and combined jobbers' ranges.

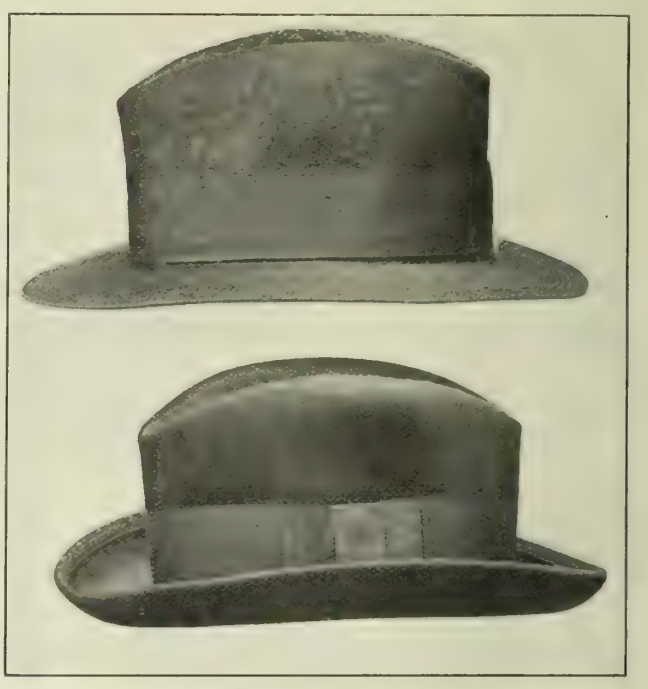
The ranges include velours, rough, camel's hair and scratch felts. Tweeds in similar styles and approved shapes are represented. The showing of soft hats is larger than last season but the diversity of shapes is not so marked. The general appearance of the sample is neater and cleaner than a year ago. The effect of style and good taste of medium trade and the result of clearances of extremely rough and unusual shapes this season is seen in the more staple and common sense styles, which are now offered. A lot of freak shapes featured in 1912 are missing, only a few telescopes are shown.

In Derbys the trend is for a neater and more sensible shape. Some young men are just commencing to get used to extreme low crowns and wide brims and the demand is expected to continue through the Spring season in some localities. In stiff hats medium crowns and small curl brims are coming back. This will be gradual, and at first a matter of features, age and deportment. For the young man of sporty tastes, extremes will still be in vogue to some extent. For the careful dresser, one of the approved blocks has 4¾-inch crown; 2-inch brim back and front with 1⅝-inch half raise side roll. Middle aged business men are partial to a 5-inch crown; 2-inch brim, front and back with 1¾-inch half raise side roll. The bulk of the season's business will be done on these and a more extreme model for the smart young man. This shape has 4-inch crown; 2¼-inch front and back brim and 2½-inch quarter raise curl side. The influence of these tendencies is already felt in more exclusive stores.

Felts in plain, heather mix and scratch finishes with turban and low brims are in the greatest assortment. All finishes scratch, satin, angora and soft velours are good with a number of heather mixes and stitched styles in request. For reserved trade, a line of small Alpines in black wool and soft camel's hair finishes with curl brim is sampled in several attractive values.

Velours are holding strong in higher grades. Manufacturers are well sold up and quite independent of orders. The demand for high class velours is reflected in similar finishes which are brought out in cheaper grades. One maker is showing a line of Italian velours to retail at from $2.50 to $3. The shades are olive, browns, slate, gray and black. The ranges of tweeds comprise a fair line in stitched cloths,, soft chinchillas, two tone stripes and checks.

The influence of style and the success of any new shape or finish is usually derived from the interest of exclusive trade in a particular style. A new



1. Wa Wa (wild goose) stitched, drop brim, soft felt with back bow. 2. Italian velour in soft shades. Courtesy F. M. Vanderwater, Toronto, office Waldron, Drouin Co.

shape, which has sold well in larger centres promises to become a favorite next Fall. It is a French model with perfect low or droop brim and medium side crown in soft felt with short close pile. Selections in all shapes are varied according to finishes in the different manufacturers' ranges. Merchants can select both shape, material and color in a large variety.

The colors are soft shades with similar tones prevailing. Browns, soft tans and mixtures on these tones in heather effects and gray in new tones are practical for next season's wear. Some of the fur felts have contrasting pile which is attractive, but this is seen in soft hats only this season.

(Continued on page 107.)

Two of the "Outing" Family

A50

A.50—The popular "Outing" Brand Shaker Knit Coat has no equal in the knit goods world. It is especially the young man's coat and will add much to your 1913 showing.

The "Outing" Brand consists of many excellent numbers which will mean big profitable business to you.

Don't fail to see the complete range. Salesmen now on the road.

Frank W. Robinson
Limited
Bathurst and Wellington Streets,
TORONTO

"The Coats that are Tailored to Fit"

A5$_1$

MARQUE DE FABRIQUE

PERRIN'S GLOVE

ENREGISTRÉE

Men's Gloves
Perrin's

The trade mark here shown is your guarantee of a perfect glove—is your customers' guarantee of absolute satisfaction. Our men's unlined gloves lack nothing that goes to make gloves the every day useful and serviceable article of wear that they are.

Our consumer advertising is creating a demand for Perrin gloves. Are you going to co-operate with us and thereby reap the benefit of this advertising? See our entire range now. Look out for imitations.

We're telling your customers all about Perrin's Gloves through the papers

Perrin Freres & Cie.
28 Victoria Square, MONTREAL

Simple Clothing Display for Spring

A well grouped display of men's clothing, hats and accessories as a suggestion for Spring opening. The centre figure is carefully posed, and the attention to detail in the unit setting gives a well balanced effect, which is not too precise. The pedestals and glass plates are used to advantage to improve the perspective, and the fixtures are part of the groupings. Background, floor and window fittings harmonize, and the amount of merchandise portraying men's early Spring attire conforms in arrangement.

Bands are broad and heavy, cord ribbons are used in the same color as the hat. Black and brown bands are in the majority and black is used mostly on grays, especially the darker shades. So far there does not seem to be any likelihood of narrower bands except on Derbys.

Soft hats are finished with back bow cord and button, which is a marked departure seen in many of the numbers.

New samples are expected to show this trend as the season advances.

Vancouver, B.C.—Barton Bros., Ltd., mens' furnishers, are holding a business retirement sale.

Your Trade Will Appreciate

Dr. Neff's Underwear

Appreciate it for its delightful softness, its perfect fit and real satisfaction. You can increase the volume of your underwear trade with this famous underwear. It comes in Union and two-piece suits and is of a soft, firm texture, that withstands wear and gives absolute comfort.

Let us send samples of our Dr. Neff's Underwear. Write to-day.

THOMAS WATERHOUSE & CO., Limited

Ingersoll, Ont.

Messrs. Mosey & Urquhart, Toronto, agents for Ontario; John W. Peck & Co., Winnipeg, for Manitoba, Saskatchewan and Alberta; John W. Peck & Co., Vancouver, for British Columbia and the Yukon.

(Made in France)

Guaranteed for one year.

S. E. Porter & Co.

Sole Agents for Canada.

Complete Stock on Hand

at

"Birks Building," MONTREAL

"DEACON" SHIRTS

Learn to discriminate—things are not always what they seem.

Do you pay a price for your shirts consistent with the quality you get? If you do you should be satisfied, but do you really know whether you are or not? Many a merchant thought he was, but when he compared his stock with the Deacon range he changed his mind completely. We do not claim to give you $1.00 va ue for 75c, but we do guarantee to give you dollar value for a dollar, and we make the assertion without fear of contradiction that Deacon Shirts, whether they are working shirts, fancy flannels, wool taffetas or any other, give the maximum wear, style, fit and appearance for the money.

Find out where your shirt values really are by comparing your stock with Deacon. We are showing a range for Fall from $4.50 to $36.00 a dozen.

Travellers are now on the road.

The Deacon Shirt Co.

BELLEVILLE .:. ONTARIO

What is Effect of Cut Prices?

The necessity continually arises of advertising goods at reduced prices. For special and clearance sales, price inducements have to be offered; "leaders" are required to attract attention to other lines; and in other ways, the necessity for cut prices creeps in.

Does the advertising of lines at cut prices lessen selling possibilities at regular prices?

Does a special price set a precedent which is detrimental to future sales?

Do many people make a practice of waiting to buy a certain article until they see it advertised at a bargain?

What is your answer to these problems?

For the best practical replies to these questions The Review will pay from $2 to $5 each.

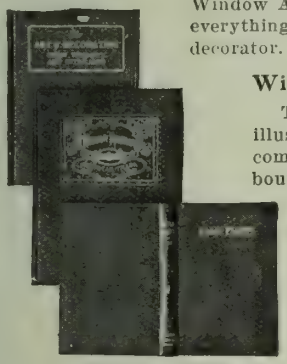
All replies must be in by March 12. Address Editor Dry Goods Review, 143 University Avenue, Toronto.

WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.



The Art of Decorating Show Windows and Interiors

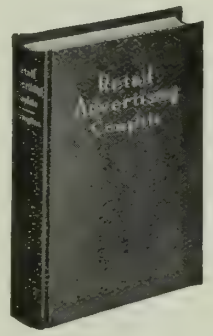
The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, postpaid $3.50

Window Trimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

Sales Plans

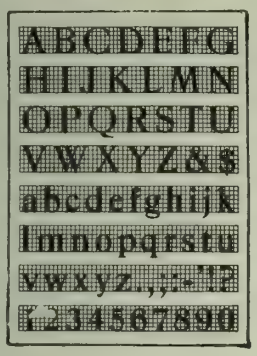
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding..$2.50



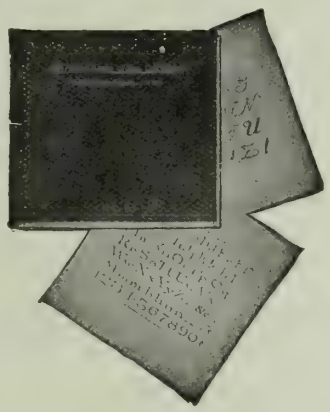
Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them.$1.00

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations, Materials Needed, etc. Price post paid, ... $1.50

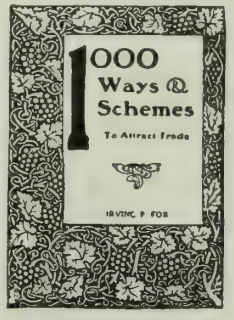


50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject, and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

1000 Ways and Schemes to Attract Trade



A book that swells sales and increases profits. There has never before been published a book like this. It gives brief descriptions of over 1,000 ideas and schemes that have been tried by the most successful retail merchants to bring people to their stores and to sell goods. If you try a scheme every day, there will be in it enough separate and numbered suggestions to last you nearly three years without repeating a single one. A few of the ideas in one chapter: An Anniversary Scheme with Excellent Points—A Sign That Made Money for its Maker—Advertising Dodge and Clever Salesman—A Contest that Boomed Trade—Giving Unique Publicity to a New Department—A Baby Day that Drew a Crowd—Money Makers in Many Different Lines—Plan for Introducing a New Brand of Goods that Proved a Winner—Artistic Ways of Displaying Goods—Days Devoted to a Particular Class of Customers—Many Window Trims Out of the Ordinary—In this chapter are seventy-four separate and distinct ideas that have been successfully carried out by as many different merchants. **There are 13 more chapters and 934 more schemes just as good as these, 208 Pages 9½x7, and 180 Illustrations. Printed on the best white paper and bound in a handsomely ornamented cover. Price postpaid, $1.00.**

All books sent postpaid on receipt of price.

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

ROLLING AND MEASURING MACHINE.

Messrs. J. T. Hardaker, Ltd., of the Bowling Iron Works, Bradford, and well-known makers of the "Easicut" Pattern Cutting Machine, have recently invented a very useful and up-to-date device for lapping and measuring piece goods.

Manufacturers and merchants who stock hundreds of pieces, know only too well the great expense and the time required at stocktaking times, when to obtain an accurate result, all pieces have to be re-lapped and re-measured. This machine, although designed more especially for stock-taking, embodies all the mechanism necessary for lapping and measuring piece goods in the ordinary way from the cuttle.

In addition too, this machine is fitted with an arrangement for re-lapping and re-measuring pieces from the roll. This consists of a gantry slide and headstocks at the back of the machine, and is fitted with specially improved grips for holding the piece. Often when a piece is required to be re-measured or re-lapped, it is found an inch or more inside the roll, or perhaps the board has been broken—then it is, that the difficulty of holding the piece presents itself, and those grips have been specially made to overcome this difficulty, and at the same time answering the same purposes in every way as the ordinary style of grips. This arrangement will be found to be of great service to the operator, and a time-saver to the employer.

Further, the machine is fitted with a very simple piece of mechanism for inserting a paper tape measure inside the piece as it is being lapped, a system which is making rapid strides amongst merchants and manufacturers.

With this system, which is not expansive, however many times you may have to cut short lengths from the piece, you have always the correct length of the remainder indicated by the paper tape.

How much time may be saved, if, when stock-taking time comes round you could walk round your warehouse, and by simply looking at the end of the piece, obtain the exact measurement instead of having every piece to re-lap and re-measure. This system has every appearance of becoming universal and is only another sign of the advance of the times. The machine, therefore, embodies all that is required for any class of woven fabric, having distinct operations combined in one machine, viz.,

No. 1. Lapping and measuring.

No. 2. Paper tape measurement.

No. 3. Re-lapping and re-measurement.

MANUFACTURER'S AGENT OPEN FOR following lines of men's wear for Manitoba, Saskatchewan and Alberta territory, popular priced clothing, workingmen's clothing, hosiery, underwear and sweaters, shoes, shirts, etc. Lines must be right to be of interest. Address Box 1, Men's Wear Review.

EXPERIENCED BUYER, SALESMAN AND window trimmer for exclusive men's wear store, open for engagement, April 1st or earlier. Posted in all departments. If you wish to engage a proficient salesman write Box 2, Men's Wear Review, Toronto.

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Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

Wm. H. Leishman & Co.

Limited

Wholesale Custom Tailors

Strictly to the Trade

Our representatives are now on the road with the most complete range of samples and models for high class tailoring for men and young men ever shown in Canada.

The all-round superiority of our garments is appealing to every clothing merchant who has had the opportunity of inspecting them.

Make an effort to see what our representatives are showing for Fall, 1913.

Wm. H. Leishman & Co., Limited

119 Adelaide Street West

Toronto

Makers of the best tailored Garments for Men

A Strong Selling Feature of Tooke Spring Shirts—

The TOOKE Nek-Gard

(PATENTED)

The Nek-Gard illustrated is the great, big, up-to-date improvement that you ought to offer your customers—**and you'll find it only on Tooke Shirts.**

The Tooke Nek-Gard guards the neck from contact with the front collar button—from pinching, bruising, and that ugly spot. The pocket is made without seams—cannot tear—is not affected by laundering—and the button slips in easily.

Your customers will be looking for Tooke "Nek-Gard" Shirts this Spring. If you have not placed your order yet, our salesman will be calling on you shortly. Don't delay.

TOOKE BROS., Limited, Montreal

Manufacturers of Shirts, Collars and Neckwear
and Importers of Men's Furnishings.

TORONTO WAREHOUSE:
58 Wellington Street West.

WINNIPEG WAREHOUSE:
91 Albert Street.

MEN'S WEAR REVIEW.

MARCH : 1913

THE MACLEAN PUBLISHING COMPANY LIMITED

PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO

SUBSCRIPTION PRICE $1,00 A YEAR

SERVICE

THE ART TAILORING SERVICE guarantees that your investment of earnest, aggressive salesmanship will bring you the biggest returns your town can pay you. Its organization is complete to a point heretofore unknown in the trade.

STYLE.—We maintain a complete designing organization, with New York, Chicago and London affiliations, producing an original and exclusive series of new models each season.

FABRICS—Every piece of goods we show has been designed and patterned for the stores which sell **Art Clothes.** There are no hold-overs from other seasons. Our Woollen Buyers visit the centres of British manufacture each season.

PRODUCTION—For Fall business, the new **Art Clothes Shop** now under construction will double our already tremendous output. This our third new building in six years.

ADVERTISING—We spend thousands of dollars each season to introduce **Art Clothes** to the consumer **directly,** including Style Books, Fashion Plates and **Art Clothes** Fashion Portfolio. This service is free to **Art Clothes** dealers.

ART TAILORING SERVICE means that we feel responsibility for the entire proposition from raw material to your satisfied customer. We assume this responsibilty for it all, but share the profit with you. Our representatives are now on the ground.

The Art Tailoring Company
Toronto - LIMITED Canada

The Responsibility of Department Heads

Every store has salespeople and department heads who are not included in the observance of store rules. The latitude which these salespeople have in handling their departments leads to freedom from rules.

Some rules are not listed. The firm are unable to define exact rules to apply to all. Some conditions cannot be covered by printed rules.

Should department heads be held responsible as an example to fellow employes on the following:

1st Deportment.
2nd Financial Standing.
3rd Social Connection.
4th Traveler's Friendships.
5th Deference to the Firm.

For the best practical replies to these questions The Review will pay from $2 to $5 each.

All replies must be in by April 12. Address Editor Dry Goods Review, 143 University Avenue, Toronto.

Clothing Store on Immense Scale

A detailed description of the new home of the Hub, Chicago—Eight storeys used by world's largest clothing store—Unique features of the building—Large stock carried.

The new home of "the Hub," Chicago's big clothing store, promises to take rank among the very finest of retail mercantile establishments in the world. For more than a quarter of a century, the Hub has been located at the northwest corner of State Street and Jackson Boulevard and during that time, it has become world famous. The new store is on the opposite corner—an eight-storey structure, erected by Henry C. Lytton, President of the Hub, after whom the new building has been named.

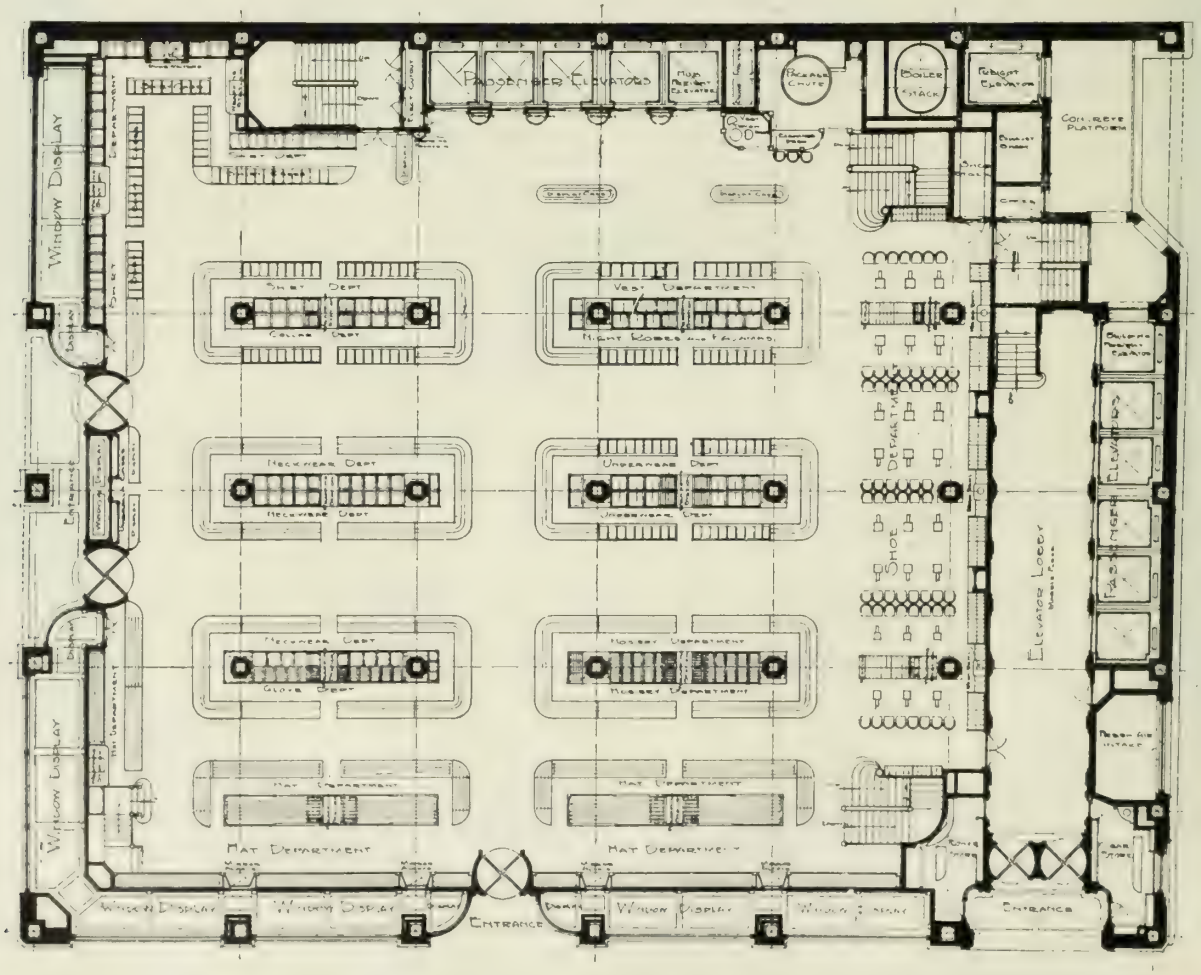
The new building is marvelously complete in every detail. A visitor would first be impressed by the size of the departments, the handsome fixtures and the immense stock carried. The lasting impression which the visitor would carry away, however, would be of the unique features of the establishment. The Hub boasts of several ideas distinctly its own. To attract and hold customers, it boasts of a miniature golf course, a playground for boys and a special barber shop for boys—among other original ideas.

SPORTING GOODS IN SUBWAY.

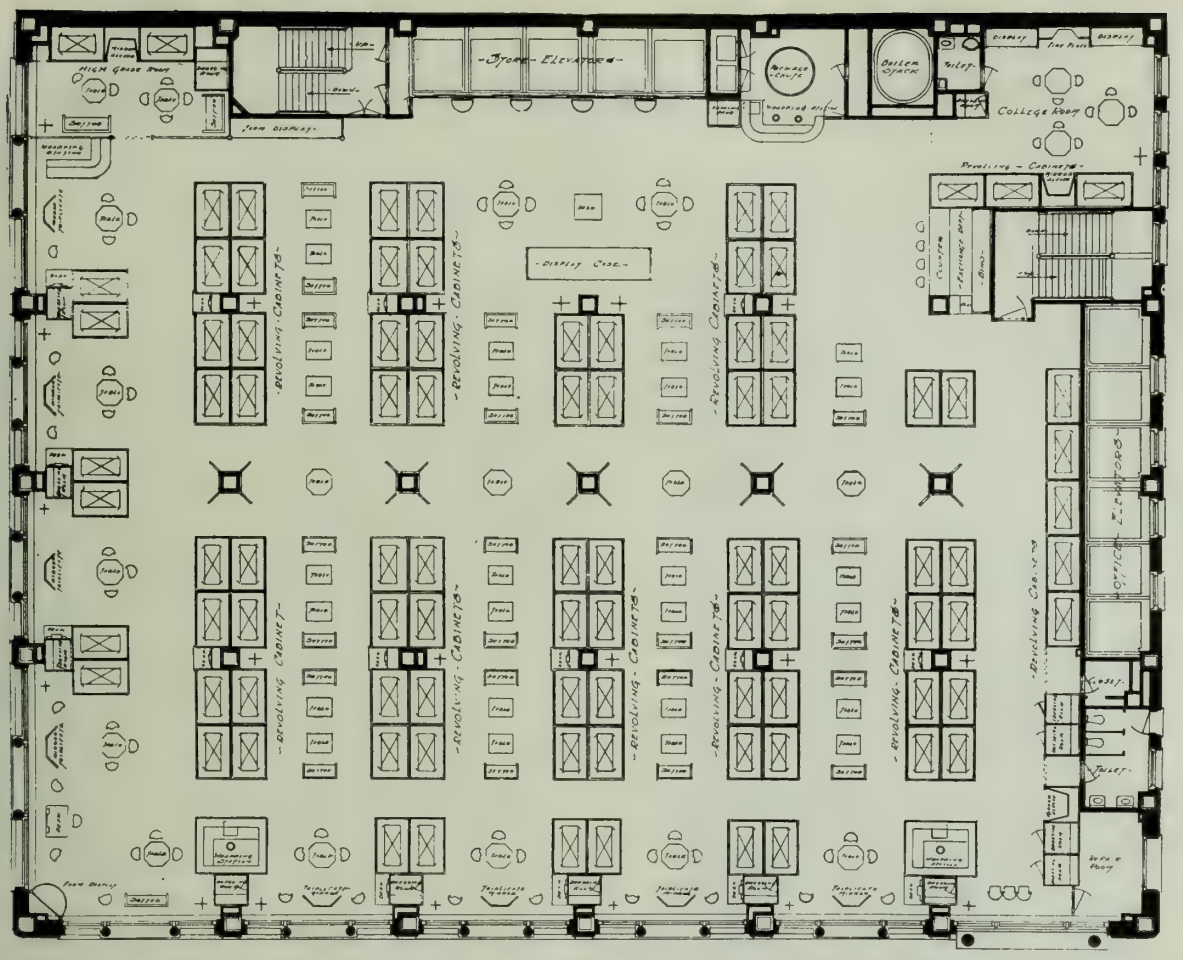
A brief description of this establishment will be of interest to readers of the Review. Starting with the subway floor, then, we find the sporting goods department. It is stated that the stock carried in this department will have few equals in point of size and range; certainly, few will be able to boast of fixtures and display arrangements on a similar scale. Here is found, among other features, the golf links for the proper testing of golf clubs. This is accepted as positively the last word in point of service for fastidious customers.

HABERDASHERY DEPARTMENT.

On the main floor is found the haberdashery department. It will be advisable at this point to explain that the clothing in every department from top to bottom is kept in dust-proof cabinets. Each garment is kept on a fitted frame. By carrying out this arrangement it has been found possible to keep the stock in perfect shape. Confusion in handling goods



Ground floor plan of The Hub. Reproduced from Merchant's Record and Show Window.



Second floor of The Hub. Reproduced from Merchant's Record and Show Window.

is avoided. The chief advantage is that the departments do not present a crowded appearance. Roominess is one of the chief attributes of every section of the Hub and yet the capacity for storing of stock is unexcelled.

On the first floor, the fixtures are particularly handsome, being of mahogany throughout. A mezzanine floor has been installed. Boots and shoes are given a place on this floor, part of the stock being shown on the mezzanine floor.

The second floor is devoted to fancy suits. Stock is stored on a similar scale—every garment is shown on a frame. There are in all 92 revolving glass cases on this floor. It is said that 8,000 suits are kept on this floor, so that some conception will be gained of the size and stocking capacity. At that, the same roominess which is noticed below is also seen in this department.

SPECIAL SALES ROOMS.

With this floor is inaugurated one of the special features of the Hub. The corners are partitioned off into special sales rooms. This idea is carried throughout the building in departments where clothing is sold. Each room has a name and the fixtures and general arrangement are in accordance with the name. For instance, on the second floor there are two sales rooms, designated the "College Room" and Beau Brummel Room." The College Room has a large fire place and trophies, and pennants decorate the walls. There is a distinct scholastic atmosphere in this room. As the name implies, the Beau Brummel room is a very stylish, spick and span room, with handsome and tasteful decorations.

On the third floor, are the dinner and dress suits, frocks, morning suits, etc. The layout is on a similar scale to the apartments below.

On the fourth floor are the overcoats. On the fifth is the automobile department where everything for motoring purposes is sold.

BOYS' CLOTHING DEPARTMENT.

On the sixth floor is the department devoted to boys clothes. Here is located the playground and the special juvenile barber shop.

The tailoring department occupies the seventh floor and the top is devoted to the general and executive offices.

Toronto, Ont.—The Keens Manufacturing Company has been sold to the Robert Simpson Company, the deal including the whitewear business, and the company's new building, on the north side of Spadina avenue, just north of Queen street.

Do Cut Prices Affect Future Sales?

An important consideration arising out of the custom of making reduced prices for special sales—The question considered by correspondents from a number of standpoints.

THE problem submitted by The Review on the subject of the effect of cut prices has brought a splendid response. The subject is one of deep interest, as it crops up more frequently perhaps than any other problem in the daily store routine. Some excellent replies were received, the best of which are appended.

The problem was as follows:—

The necessity continually arises of advertising goods at reduced prices. For special and clearance sales, price inducements have to be offered; "leaders" are required to attract attention to other lines; and in other ways, the necessity for cut prices creeps in.

Does the advertising of lines at cut prices lessen selling possibilities at regular prices?

Does a special price set a precedent which is detrimental to future sales?

Do many people make a practice of waiting to buy a certain article until they see it advertised at a bargain?

What is your answer to these problems?

ONLY FOR CLEARANCE.

"1. I consider cut prices should be used only to get rid of odd lines, soiled goods and goods that are liable to be out of style the next season, and should be well supplied with lines at regular prices.

"2. Yes, especially on the same article, if you make a special price on a special brand of underwear for a month or six weeks you would have difficulty in raising these particular lines to regular prices. You may not have to switch, but you will have to get a similar line for a while until you can get the people away from these special prices.

"3. I believe there are certain classes of people who wait until they see a special cut price sale announced, especially in Winter lines, as a greater part of our year is cold, cool or damp. People use more of the heavy goods than Summer togs. Therefore, laying in a supply in March or April doesn't mean a long wait until they start wearing them next season.

RESULTS SHOULD BE GOOD.

That is a question of to-day and every merchant is asking himself "Are they good or are they bad?" As is the case with most problems in the trade, they are good when used in the right way, and when the retailer has the hearty co-operation of his salesmen and saleswomen in the different departments.

1.—Does the advertising of lines at cut prices lessen selling possibilities at regular prices?

NO. It should not lessen, but increase such possibilities. It brings before the mind of the public that you have such goods and the public at large are always ready for a bargain.

Then comes the work for the clerk in charge of that department.

Just lately a sale of this kind came under my special notice. A certain line of goods was advertised at a low price and a window display made of the same.

If the goods on sale did not prove to be quite what the customer was looking for, another line of the same goods was then shown to her and in nine cases out of ten she bought a better article than she had first intended and went away *satisfied*.

Had it not been for this sale, many of these customers would have bought their goods elsewhere and, as a satisfied customer is sure to return, this proved to increase rather than lessen trade.

2.—Does a special price set a precedent which is detrimental to future sales?

If the goods are not what they are advertised to be and customers find that they have been taken in, these sales are most certainly a big hurt to future trade.

Let your customers feel that they can depend on your word. Let them see that you will do as you say whatever the cost.

The answer to this question is greatly what you make it yourself.

3.—Do many people make a practice of waiting to buy a certain article until they see it advertised at a bargain?

Only the perpetual bargain hunter. Those who spend their time on bargain days going from store to store will wait. People of this class are few in number, but a difficult problem and are a constant nightmare to every clerk.

The larger portion of the trade buy a bargain when they see it, but do not wait for one. They also buy the goods at regular prices when they want them, not running the risk of losing the article by waiting. They realize that delay in anything means danger of loss.

E. N. S.

PRACTICE IS OVERDONE.

Pick up almost any paper, in any town, and read the advertisements, and you will find Cut Prices, Cut Prices, Cut Prices! What does it mean? It means that the advertisements wish to catch and hold the attention of the readers, and bring them to their place of business, being willing to sell them some goods at Cut Prices in order to sell them additional goods at a profit, or hoping to sell enough extra of the goods at Cut Prices to bring additional profit on the whole transaction. The people have been so educated to Cut Prices by the large departmental stores that many of them look for them continually and send a considerable portion of their money away from their home towns. Seeing the rapid and tremendous growth of these large concerns, the smaller stores have followed suit, hoping to hold their legitimate trade, win new trade, and grow. In many cases cost of goods and profit seem to be only secondary matters, as witness one of Montreal's large departmental stores offering 20 pounds granulated sugar for 3½c per pound with other goods, away below cost, taking an actual loss on sugar to induce purchase of other goods bearing a profit.

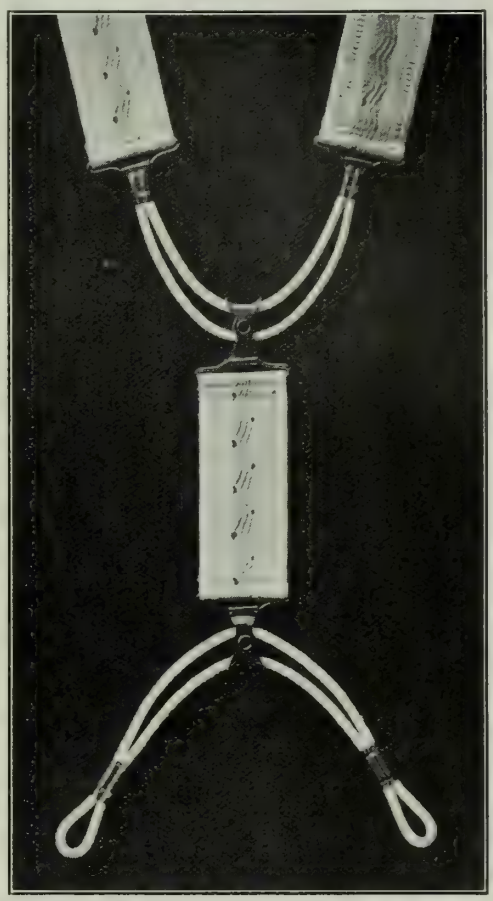
What is the effect of this sort of thing? It keeps the people continually on the outlook for Cut Prices, and it makes them read the advertisements, and it brings them to the store to buy the goods, but many only buy in small quantities at regular prices, to keep them going until Cut Prices are offered. Again having sold a customer goods at Cut Prices you make it harder to get regular prices on further sales, and many sometimes lose sales thereby, but it looks as though we must keep it up if we wish to keep up with the procession. But does it pay?

Evidently there must be money in it, but it requires great wisdom to discern what is the least cutting of price that will bring the most trade and biggest profit, until now it is almost a High Art to be able to so cut prices as to bring best results. Having brought the people to your store, it is up to the Salespeople to sell, with the goods at cut prices, enough goods carrying a profit to equalize any loss, and still show a fair profit on the whole transaction, and to do this it would seem that some goods must be sold at an excessive profit.

For Special and Clearance Sales it would seem to be a wise thing to cut prices, and cut them deep, but we have kept at it until it has been overdone, and now every day, and all the time *Leaders* are required to bring the people and we are often led to think, are we not paying too big a price for our gain?

And yet it looks as though we must keep it up and to do so we require to buy at Cut Prices and the trade are buying in big quantities—often too big—in order to get concessions in price and buying inferior qualities in order to make price lower, but the wise consumer will go on getting good goods at closest prices, and the clever buyer will do his best to provide them, and probably cut prices too and yet win out in the contest—shall I say fight—for success.

W. C. FORMAN.



Double, sliding cord, self adjusting suspenders: Made by The Canadian Suspender & Mfg. Co., Toronto.

THE early date of Easter means much to the haberdasher. It means that the Spring selling season comes just that much earlier than usual and in consequence the store must be in a position to meet the demand sooner. It means that Spring goods must be featured prominently and the advertising campaign begun in earnest. The openness of the weather has gone a long way also toward making an early Spring season.

Early Season Means Big Trade

THE early Easter season this year will mean increased trade for the dry goods merchant who takes advantage of the opportunity. A double season results when Easter falls on an early date—a style and a merchandizing season. If properly exploited this should result in a pretty substantial increase in sales.

It is essential, in view of the earliness of the date, that merchants should make their preparations in advance of the usual time.

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

GENERAL approval is expressed with the changes in the lines of men's clothing. Reversion from the unnaturally wide cut with herculean shoulder and flapping trouser to the closer, neater and more natural cut now adopted, is an evidence of both common sense and artistic perception. The padded and loose style of suit made the American and Canadian more or less conspicuous when they went abroad and showed themselves in countries where the styles favored natural lines. The new styles are graceful, well-fitting and manly in their lines. It is to be hoped that succeeding seasons will not find the idea carried to the opposite extreme. To those who appreciate good clothes, the skin-tight style is as objectionable as the extremely loose cut—and not nearly so comfortable.

* * *

LE COMTE, writes in the London *Standard* as follows:—"Wise men make a point of having two pairs of trousers to each evening coat, and one pair of trousers is of a heavy cloth. Trousers of this kind are probably of the same thickness as those worn in the day. They last longer than trousers of thin cloth, and look better all the time, because they are not easily knocked out of shape with continuous hard wear every evening. Knowing this, some men make a point of always having the trousers of their evening suit made of cloth a little thicker than that of the coat."

* * *

AN effort is being made on the American hat market to push the sale of navy blue derbies. Although somewhat of a novelty, navy blue derbies are not absolutely new on the Canadian market. They have been shown on several occasions in the past and have sold in small quantities. They make a very presentable looking hat indeed and the only thing that has kept demand down to what might almost be termed the minimum quantity is the fact that the great majority of men are conservative when it comes to derbies and prefer the time-honored black. The navy blue is neat, natty and at the same time, quiet; it may yet come to the front. In the meantime, it is reported that the sale of any other shade of derby but black is not particularly heavy. Grays and browns are always more or less in demand, of course, but they are not making more headway than usual this year.

* * *

A GENERAL protest is being voiced by retail bodies against the publication of articles in magazines and newspapers which indirectly charge the retailer with extortion. There has unfortunately been a marked tendency of late on the part of various periodicals to publish articles which purport to establish the existence of huge retail profits. The writers, whoever they are, have succeeded in proving only one thing so far and that is the fertility and extent of their own imaginations. They have neither limited their fancy nor curbed their claims, for by the figures which they give, the retailer is pulling down a profit of anywhere from 50 to 500 per cent. To the poor merchant, struggling along perhaps on a margin of 25 per cent., with overhead expenses eating up 22 per cent. of it, these stories appear in the light of huge and daring fictions. The public, however, take them seriously and if the truth is not presented, will begin to consider that the retailer is a villainous fellow, whose huge profits are the sole cause of the high cost of living. It is pleasing to see, therefore, that retail bodies and associations are taking the cudgels. After a lengthy preamble in which the matter was outlined, the Iowa Retail Clothiers' Association, at their recent convention, passed the following resolution:—Resolved by us,

the members of the Iowa Retail Clothiers' Association, in convention assembled. That we condemn the practice of the magazines, journals and public press in general for accepting such untruthful statements and publishing them without ascertaining their truth; Resolved, That we call the attention of the manufacturers of all kinds of wearing apparel who are using such magazines, journals and newspapers as a medium for advertising, to the fact that they are patronizing a business that is being used to the detriment of this trade in general. Believing the conduct of such publishers in publishing the above-mentioned statements to be a pernicious practice, and that unless such practice is stopped that we are willing to do without the assistance furnished the retail merchant by the wholesaler using their publication as a means of advertising.

* * *

WOOL sales have not been as heavy as was expected so far this year on the American market. At the end of last year, stocks were very low and this was accepted as the sure forerunner of a heavy demand this year. To date, however, this condition has not been in evidence. In fact, sales have been small. Prices remain firm and this is accepted as evidence that the market is basically sound and that a larger volume of business can be relied on during the rest of the year.

* * *

A contemporary gives the following aptly expressed home truth:

A store, above all, should be cheerful. It must evidence snap and action. It should have a wholesome selling atmosphere. When a customer goes in and finds the stock perhaps poorly kept, with gloomy clerks, and a listless dealer, the influence to buy falls way below par. The consumer does not buy when in a bad mood, or confronted with the glooms. He buys when he is snapped up to action by cheerfulness and optimism, and moreover, he does not purchase from others who are down in the dumps.

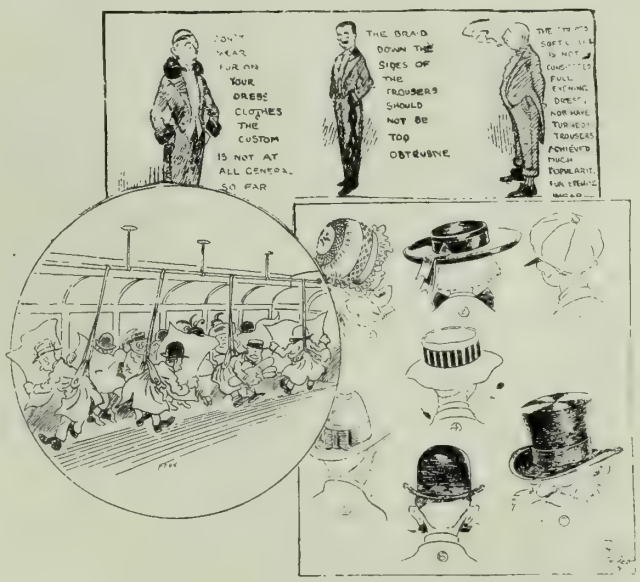
The place must have a pleasing atmosphere. It must radiate optimism to unfold the buyer's wallet. A store must not only sell the best goods, but should stand for prosperity, belief in good business, have faith, hope, health, reciprocity, and love of the trade.

All the glooms have a jail warden, the lock-ups play in the open, create a buying atmosphere, and even old tight wad will loosen up.

* * *

IT has become customary at the beginning of each year for many of the largest and most successful business organizations to hold conventions of salesmen. Members of the staff are brought into the head office from all parts of Canada to talk over existing conditions and to make plans for increasing the efficiency of the selling plan. These conventions prove very instructive and educative and, although the manufacturer is under heavy expense in calling in all his salesmen for the week, he believes that he will be amply repaid for the expenditure, that his staff will be more efficient, and that the result of the meeting will be increased business for the firm and better satisfied customers. The salesmen become better acquainted with their fellow salesmen, the heads of the firm they represent, and also the lines of goods they sell. Ideas are exchanged which prove beneficial, and new selling plans are formulated. Some of the large retail firms have adopted the plan of having staff conventions at stated intervals, when the heads of the firm and the clerks get together and talk over new lines that have been added, methods that might be employed to increase the store service, etc. These meetings are held every two weeks in several of the stores, but special meetings are often called when the representative of a manufacturer is present and is willing to give a talk on the merits of the line he sells. These meetings are always appreciated by good salesmen and incur no expense for the merchant.

CARTOONISTS have acquired the habit of turning their attention to male attire. Any departure in styles for men is made the inspiration for funny sketches. A few of the most recent caricatures of American cartoonists are shown herewith.


DON'T WEAR FUR ON YOUR DRESS CLOTHES THE CUSTOM IS NOT AT ALL GENERAL SO FAR
THE BRAID DOWN THE SIDES OF THE TROUSERS SHOULD NOT BE TOO OBTRUSIVE

The top drawing is in the nature of a hint against radicalism in evening attire. Below is given the "seven ages of hats," after Shakespeare.

A Summary of the Knit Goods Market

Early business has resulted in increases at the different mills—Reports of unusual business have been verified—The style trend.

RESULTS of early business show an increase at the different mills. Several changes are noted in the season's orders. The foremost is the yearly demand and the disposition of buyers to take advantage of the seasons. Ranges for outside trade are ordered for May or June delivery. Merchants are looking for a good tourist season and are planning for later business on repeats and values, which are more familiar. Novelty of style and this influence on sales and competitive values for Fall are depended on to favor the retail end.

Reports of unusual business placed are verified. One mill states that enough orders have been booked to tax the present equipment for two years. Of course new machinery, being installed, is intended to increase the output in the emergency. In this case sales show that orders are mostly on value and specialized lines. Orders also indicate growth in the field of knitted novelties more than increased bookings from individual buyers. Newer accounts are being opened. The volume of sales is larger in proportion but the development of the season and close buying has tended to offset any increase by regular accounts. These houses are satisfied to cover for May delivery and are planning for October and repeat orders later.

Some buyers are profiting by competitive conditions because of the number of ranges and knitting interests anxious to make a connection. Accounts are not being changed, but quantity orders are placed, where values are unusual. Some of these are on well-known numbers and are copies at a price. This method of gaining the attention of the trade is at variance with the tendency for better grades. Instances of unusual prices in the past have resulted in a splurge for a time, but results have been similar. Merchants benefit by prices and values in the meantime.

These same buyers are not always able to depend on these values. One instance is cited where large orders for the same cap were placed by two buyers. The value in competition might bring $3.50 a dozen but quantity orders were accepted at $2.50 and $3 for sightly caps. The result is that the cheaper order will never be filled. Such conditions accompany the competition of responsible mills. This kind of business always rebounds to the credit of reputable houses. The costs of production are estimated on a correct basis and with regard to future sales by these firms.

The general impression of the market is decided by value, style, weight and finish on predicted or self-evident conditions. Both style and color sequence follow this Spring sales. In men's departments the season selling is expected to commence earlier. So far as orders placed show, buyers have a broad knowledge of both styles and values. Furnishers and sporting-goods stores are going to feature Shaker-knit and full and half cardigan jumbo weaves. Both plain, Norfolk and semi-Norfolk styles are good. The latter are in favor in both men's and boys' styles. Samples contain coats, in weight and finish, which compared with last season's staple and fancy racks, are almost another class of business. But this is the business which is going to be done.

Plain and semi-Norfolk and Norfolk styles, with fitted belt are taken in a variety of plain shades and heather mixtures. Early orders on these coats show that buyers are guided more by staple sales than by possible or unexpected demand for any one color or combination. The sale of a leading color is never certain until the season is on, but the sale sequence for Spring is a fair indication. Shakers are made in cardinal, maroon or Burgundy, Havana, brown, tan, slate, grey, and heather mixtures in which red, olive and green predominate. A good staple color list is made up. Cardinal two shades, maroon, grey three shades, navy, brown, five shades, green, two shades and many of these in combination or rounded out in College colors. The favor for maroon is expected with holiday visitors and sales. College colors seem to be wanted in heavier weaves and favor those qualities, which trend to make the season's sales unique in the better values shown and profits received.

Sales of Shakers in greys, tans and maroons show that the predicted success of these lines is only curtailed by the output. The delays are likely to be in obtaining machines. Several improved Shaker machines are being procured and on some of these delivery is slow. Some mills have been unable to get shipment within seven months. These new machines mean improved workmanship and stocks delivered are going to be better than sample. Only the best equipment is being bought and buyers are protecting themselves by placing their orders, where experiment on these new machines has reached a satisfactory result. Makers question the ability of others to manufacture correct garments until they have overcome numerous difficulties. However, the advanced season will show whether these criticisms are confirmed or not.

Prices are not changed from early quotations. Each buyer has his own opinion of the relative value of jumbo stitchers and real shakers. The better grade of garments and the higher price standard are looked upon to increase the volume of turnover. Many estimates of total sales for the season are given but all sections of the trade agree that the records of previous years will be surpassed. With early quotations and business progressing favorably, the likelihood of advanced prices is removed to a great extent.

Mills are well situated to meet any advances of the wool market. The supply for this season's output is adequate. This is augmented by the large output of different spinning plants. These advantages are apparent in values offered in this season's samples. Fortunate circumstances have kept prices on a par with last year's values. This is important on staple lines and racks up to $24 a dozen but on this season's better grades price is not so essential. The garments chosen represent the buyers' viewpoint of the best colors, weights and weaves to retail at the higher prices.

Quantity business both over the counter and mail order is expected, judging by the decision on the correct garments and size assortments. Sweater coats are for everyman's wardrobe for dress and utility wear. For outdoor or sporting, the coats as they are made this season, appeal to the wearer because of climatic conditions and common sense. Samples conform to the idea of a sweat coat. These better garments chosen at prices from $30 to $72 a dozen are judged by their weight, feel and suitability. The competitive selling garments are to be decided later, when customers have expressed a verdict.

Another important feature of the retailing of sweater coats is the extra attention given to garments in boys' and youths' sizes shaker, cardigan and fancy weaves are taken in sizes for which they are most suitable. In juvenile two and three-piece suits, sizes to fit children up to 6 years are made in domestic mills. The styles quoted at from $21 to $24 and $24 to $30, according to quality and size, make leader values. The increase in this department suggests growth almost equal to the extra turnover on account of the higher standard of retailing prices.

As pointed out early in the season, this year's growth is the result of specialization in manufacture. Buyers are looking for and taking special values, styles, colors and weights. These conditions only result in larger quantities. One buyer states that the quantity of $5 sweater coats sold in his department to-day is equal to the original orders for $9 to $18 lines. With the season opening early a good campaign to educate people to the extent and value of these specialized assortments will be necessary to handle larger quantities ordered. The same campaign will help to elevate the standard of price in keeping with the better class of business to be done and the locality demands. Buyers can then be satisfied they are getting the most of this season's operations.

Good Values in Waterproofs

New low price limit — Tailored waterproofs in light weight are preferred for street wear—This is season for featuring waterproofs.

Some splendid values are offered in men's waterproofs, for repeat delivery. The ranges of cloths and the numerous styles, which are ready for immediate, include coats for special sales and quick turnover. Values quoted to-day in raincoats are on a new low price limit. Garments are better tailored and the samples quoted from $3 to $15 cover a wide range of paramattas, super cashmeres and tweeds. Some prices are unusual compared with import quotations. Indeed value is the strongest feature because styles are not changed to any extent.

At present tailored waterproofs in light weight are preferred for street wear, travelling or driving. The quality of the materials is staple and except for a few novelties is similar each season. Among the novelties are transparent waterproof garments, tailored on modified English outlines. Under this modern process of waterproofing, reversible coats are correct. The wearer has practically two coats in one. The cuff straps are interchangeable and the difference in design on the reverse side of the cloak gives a garment for either fair or rough weather. Style is seen in the one and service in the other. All that is necessary is to turn the sleeves. These coats are favoring the latter. Collars are convertible. Finish and tailoring are improved in the smallest detail.

Among the more striking patterns are a number of new grey and white checks and fancy backs on newer cloths, which have been added for the repeat trade. In these, style is introduced into the pattern rather than into the cut or change in outline. For the staple selling coats paramattas in fawn, tan or olive and an excellent quality of super cashmeres in soft tans in any style are selling. Garments costing $5 to $7.50 are leading.

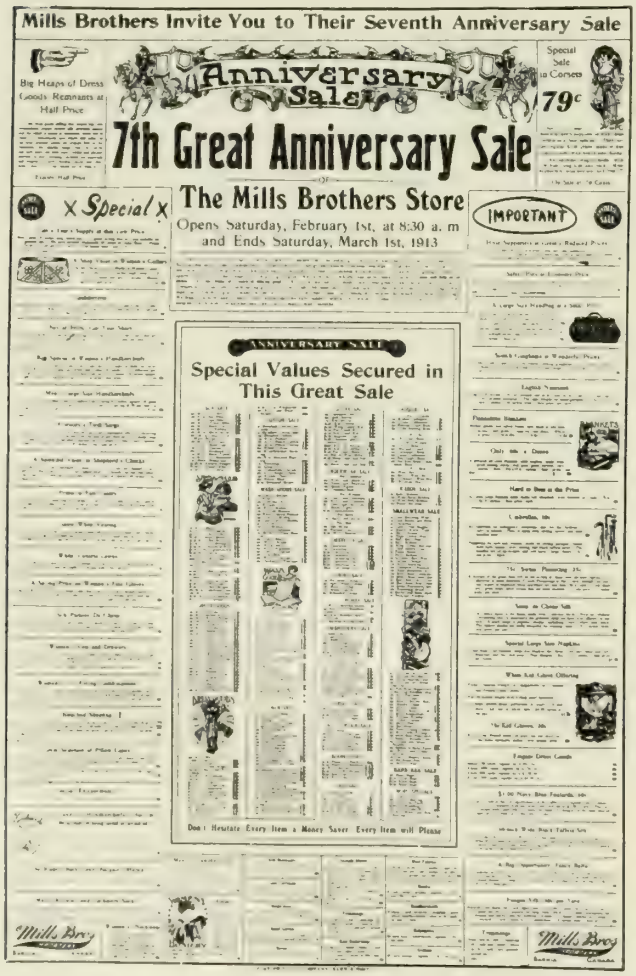
For Fall new samples are coming forward and the ranges will be completed during the month. New tweeds in greys and tans, checks and diagonals and a full assortment of reversibles or plaid backs on staple paramattas or cashmeres are to be featured. In the meantime, the trade is assured of immediate shipment of stock numbers. For sorting the stocks of garments for quick delivery meet with the requirements of the average men's furnisher. Delivery has always been a problem in other seasons. This year most numbers sold during the Spring placing can be filled at once. Special orders for April events are to be filled with values to make a noise in finishing the season.

GOOD ADVERTISING

Originality is a good feature of ad.-writing. But you can always get too much of a good thing.

Condensation in Extremis

Mills Bros., Sarnia, have accomplished marvels of condensation in the accompanying advertisement. A really remarkable amount of matter has been introduced into the space and with the best of effect. The arrangement is particularly effective with respect to the centre panel in which are grouped a list of extra special values. The grouping is good in most respects. Panels are effective at sides of the space devoted at top to the heading, but in the present instance, with the body so solidly set, it would probably have been better to run the heading right across.


Mills Brothers Invite You to Their Seventh Anniversary Sale
Anniversary Sale
7th Great Anniversary Sale
The Mills Brothers Store
Opens Saturday, February 1st, at 8:30 a. m
and Ends Saturday, March 1st, 1913
IMPORTANT
Special Values Secured in This Great Sale

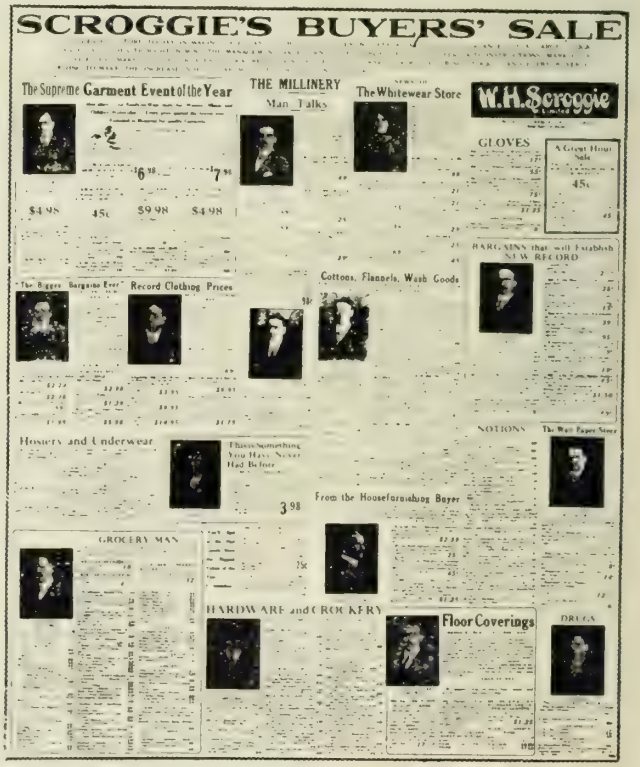
Anniversary sale ad. of Mills Bros.

The Buyer's Guide

W. H. Scroggie, Ltd., Montreal, present an original form of advertising with cuts of the buyers in the various departments. The idea might have been carried out a little further by giving signed statements from each buyer.. Owing to the varying sizes of each department, the cuts are not arranged with any degree of uniformity and the general appearance of the advertisement suffers for that reason. An improvement would also have been effected had the firm's name been centered at the foot.

This ad. is original and striking. The descriptions are tersely worded, right to the point, sales-making in the first degree.

Millinary Opening Ad.

The John White Co., Woodstock, have an attractive-looking announcement, although the lay-out

Original ad. of Scroggie's, Montreal.

might have been improved in a number of respects. The strength of the top line is detracted from by the use of the line. Blocking out the cuts with lines has given the advertisement a cut up appearance and has marred the general ensemble. The body of the advertisement is too condensed to be fully effective. On the whole, however, the advertisement presents both a striking and attractive appearance and it is not at all lacking in selling force.

Loss of Space

Geddes Bros., Sarnia, have lost the value of a good deal of space in the ad. herewith presented. The upper half of the space is devoted to a dissertation on the growth of Sarnia which at first glance has no

Autumn Millinery Opening Announcement
The John White Co., Ltd., invite you to their
GRAND FORMAL DISPLAY
of
AUTUMN MILLINERY
Tuesday, September Tenth and following days
A complete and authentic display of the most approved styles, as shown by renowned fashion experts, at home and abroad, awaits your inspection, and in conjunction with the millinery, is our first complete showing of this season's accepted styles in ready to wear garments, furs, dress goods and silks.
Every Dept. Has its Quota of the New! Come and Enjoy the Entire Display
MUSIC FURNISHED BY THE ORCHESTRA FROM 2 TO 5 P.M.
The New Suits and Separate Coats
The New Fur Neck Pieces and Muffs
The New Suitings, Silks and Trimmings
Hints of Other New Goods in the Most Approved Autumn Styles
NEW CARPETS AND RUGS
NEW CURTAINS AND WALL PAPER
NEW SILK BLOUSES
NEW SATIN AND SILK PETTICOATS
NEW KID GLOVES
NEW PICOT EDGE RIBBONS
NEW NECKWEAR
NEW CORSETS
and MEN'S CLOTHING and FURNISHINGS
Hall-Borchert adjustable dress forms and Standard Patterns always in stock. Fall Fashion Book now on sale in pattern dept., 2nd floor
THE JOHN WHITE CO., LIMITED

Opening announcement advertisement.

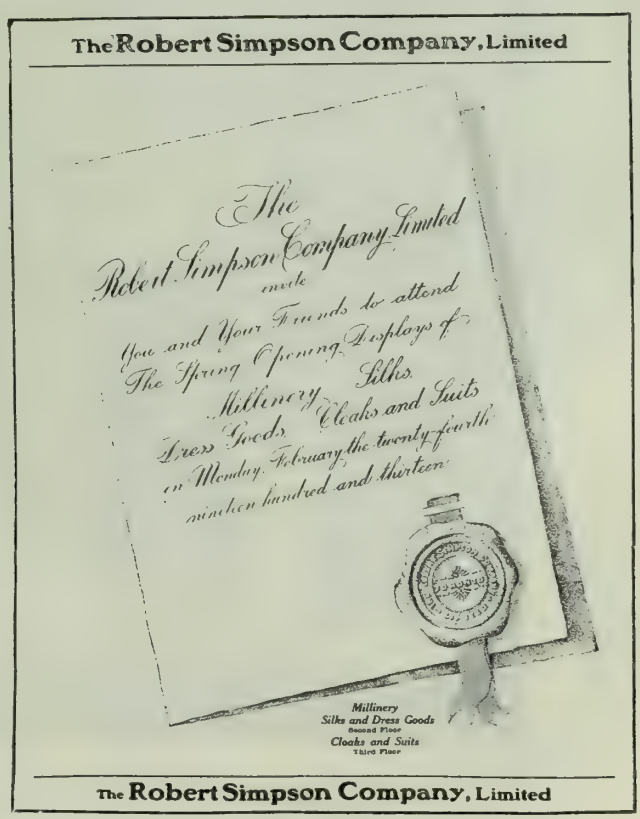
direct connection with the advertising matter below. Unfortunately, many persons give no more than the first glance unless they find something to immediately arrest their attention. One cannot help but think that the space could have been used to much better advantage with direct advertising matter.

The lower half of the advertisement contains good selling talks but there is little evidence of uniformity in the arrangement. Three sections are headed "9 to 10 only." These might have been grouped together in a single panel. In setting the headings, the printer has, without any apparent rea-

1913 Is it to be Sarnia's GREATEST YEAR ? 1913
Expansion - Prosperity - Development
These are in the air they are on everybody's lips Sarnia's growing time has arrived. The old town is coming into her own Her progressive forces are rising up Their slogan is "Sarnia All the Time" They are after a bigger, better, busier town—A city in the making That sort of spirit has the right to expect--to demand--that the business man keep step "Show me your stores and I'll tell you what kind of a town you have," says a noted authority SARNIA'S GREATEST STORE meets that optimistic spirit more than half way It enters what promises to be SARNIA'S GREATEST YEAR with
The Greatest Merchandising Event In the Annals of Either the Store or the Town
On the first day of February we adopt the most modern departmental system and add several new up-to-the-moment attractive features that will keep Sarnia's Greatest Store in line with Sarnia's present-day progressive spirit That our twenty new departments may start unhampered with a single dollar's worth of surplus stock the
Greater Sarnia Greatest Sale is Featured Right Now
The Greater Sarnia Sale Opens Friday, Jan. 3, 1913, at 9 a.m.
9 to 10 Only
Cashmere and Wool Hose
Men's Home Knit Sox
UNDERWEAR
Men's, Women's Children's
COATS, SKIRTS, DRESSES, FURS, UNDERSKIRTS
Prices—linked to qualities—here quoted, are record breakers
Women's Coats
Silk Waists
The Greater Sarnia Dress Goods Sale
Velvet, Velveteen Corduroy
Mantle Cloths and Chintillas
The Greater Sarnia Fur Sale
Flannel, Flannellettes Prints
White, Pink and Striped Flannellettes
Wrapperettes
9 to 11 Only
Carpets, Rugs, Curtains
LINOLEUMS
9 to 10 Only
Ladies' Gloves
The Greater Sarnia Sale
GEDDES BROS.
Sarnia's Greatest Store

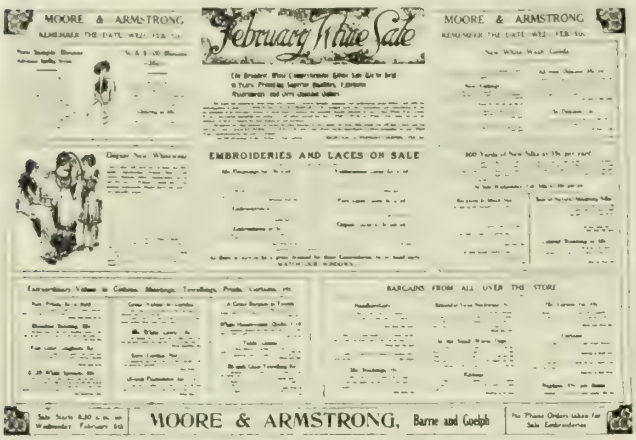
Special sale ad. of Geddes Bros.

son, used caps for some and upper and lower for others. The result is not pleasing from a typographical standpoint.



An original special advertisement of the Robert Simpson Co.

A Neat Advertisement

Moore and Armstrong have a neat advertisement. The layout is splendidly balanced except in one respect. The only two illustrations are both placed on the one side. It would have been better if either had been placed on the opposite side to preserve the balance. The selling talks are effectively worded. A good ad. all around.

MOORE & ARMSTRONG
February White Sale
MOORE & ARMSTRONG
EMBROIDERIES AND LACES ON SALE
BARGAINS FROM ALL OVER THE STORE
MOORE & ARMSTRONG, Barrie and Guelph

A neat and well laid out ad.

Large Departmental Store

Regina, Sask.—The first work in connection with actual building on the monster Departmental Store at the corner of Albert and Victoria was done this morning.

The monster building will be one hundred feet by one hundred and sixty-two feet and five stories high.

The cost of the building alone will be above $400,000.

One of the members of the Albert Improvement Company when interviewed this morning, stated that it might be possible to erect the building for this amount but it was more likely that it would reach the $450,000 before it was completed.

The building will be reinforced concrete throughout, fireproof, and will present a handsome exterior. The plans are practically completed by the architects, Brown and Vallance, of Montreal.

Portage la Prairie, Man.—George Murton, men's wear and clothing merchant, one of the pioneers of Portage la Prairie, died suddenly at his home on Garland street of heart failure.

Wardrobe unit showing high-class dress requisites for men. A novel arrangement carried out in the smallest detail. Courtesy T. Eaton Co., Toronto.

An endless chain of More Business

Pen-Angle Closed-Crotch Combination Suits displayed in your windows will mean **an endless chain of MORE BUSINESS.** Perfect-fitting and comfortable (in crotch and seat.) No **other** line of Underwear your store can carry will **take so well,** and you can be sure that **every** sale will be followed by **another.** And every **new** customer is another link added to your **endless chain of more business.**

Is your Pen-Angle stock ready? If not—order NOW.

PENMANS LIMITED

PARIS, CANADA

Underwear—Hosiery—Sweaters

Pen-Angle UNDERWEAR

The Art of Selling Clearly Expounded

All phases of the problem of salesmanship touched upon in course of address before the Illinois Clothiers' Association—Will power and won't power—The proper training of retail salesmen.

THE following interesting and comprehensive address was delivered by Otto Buehrmann before the Illinois Retail Clothiers' Convention recently held at Chicago:

The volume of business of the house is developed and determined by three factors: The merchandise, the policy of the house, the salesmen. And the selling art demands that each be right, to insure success. It is indispensable that the goods be bought, as experience only will be able to dictate, to suit the trade in every detail; that they be new and attractive, for no man can sell "carried overs" to everybody all the time, and to expect it, and to criticise the salesman for not selling "stickers" is illustrated by this story.

WILL POWER VS. WON'T POWER.

Old Uncle Zeke and his wife Dinah had attended a lecture on "Will Power," and were very much impressed with the efficacy of this, to them, new force, and its use was invoked in season and out, according to their comprehension. Uncle Zeke had gone out to hitch the old mule to the rickety wagon, and time and again had failed to make him "back up" into the shafts. Aunt Dinah, watching him, had become provoked at the delay, and shrilly called out: "You, Zeke! Is you gwine ter let dat mule do as he please? Wha' is yo' will powah?" "Huh!" he answered. "Ma' will powah is all right; I got plenty will powah; but you just want ter come out hyar and measure dis here mule's won't powah!" And the "won't" power of the customer spoils many sales of "carried overs," or poorly bought stock.

Buy to sell; not to keep. The fact that a firm has money to pay for all it buys is no valid or good reason why it should buy a single suit more than it can sell, and the selling is so often defeated, through mistakes of overbuying, that the trade accepts it as a natural evil.

Over-buying indicates the most profound ignorance of the capacity of the house to distribute the purchases, for we will not suppose that a buyer knowingly buys in quantity, style or material that which he cannot sell . Enthusiasm often leads him astray, but when he has the well prepared memorandum to govern him he is safe from persuasion; and he is in a position to make his purchases to advantage, and thereby promote the selling.

Every one of us knows the difficulty in moving the merchandise from last season. It may be "as good as it ever was," but as a buyer no merchant would consider it for an instant. True, it may be "worked off," a piece at a time, at a price, but the time lost in making the effort would bring a handsome profit if employed in selling new goods.

Small and frequent buying is the secret of handling the stock profitably, and thereby selling frequently, and this is one reason why the "book business" has obtained such a hold on the trade. The stock is turned as often as the order is taken, and in this "turn over" is the profit in any business. Profits are all in the future, as long as the goods are on the shelves; they are imaginary, and selling only causes them to become a reality.

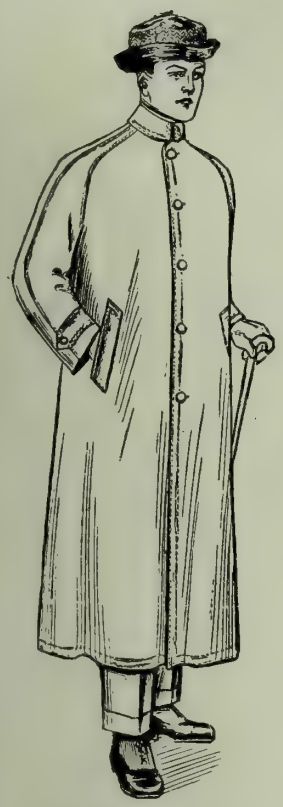
THE POLICY OF THE HOUSE.

Next, the policy of the house generally determines beforehand the kind of objections usually voiced by the customers. In some clothing stores the statement of the salesman is accepted at its face value, for the reputation of the house for correct service is unquestioned, as against exaggerations used by other concerns, and the one idea to make the present sale at the expense of any future patronage of the buyer. As an illustration: A merchant was telling me of his inability to draw trade through his advertisements Said he: "We have been in the town for twenty years, and the people have grown so stale and suspicious that they will not respond to any of our advertising." A blind man would be able to see the fault, as well as to determine the policy of the house.

An ex-merchant said: "We were as honest as the average,' when the suggestion was offered that his failure was due to wrong policy.

The policy of the house is told in this terse sentence: "The customer is always right," as practiced by Marshall Field & Co., of Chicago. The "Hub" has an equally sound policy. Some clothiers will say: "These are all big houses, and are no criterion for a smaller clothing store." It was the policy of these concerns which caused them to grow to their present size and importance. When the "customer is right," as against the personal opinion of the dealer anywhere; big or little, then the clothier will sell his goods, instead of having them on the shelves to look at.

The customer will always pay a profit when he knows he is getting value received, but when, through poor buying, mistakes are made, ask the customer "why" they are mistakes, and he will tell you in a hurry. Merchandise does not have the same value in the eyes of the buyer that it does in the estimation of the seller, but allowing for this difference, the cus-



1006—Leader Raglan
$7.50
Double texture Paramatta, in fawn, brown and reseda.

YOU DON'T KNOW

What Quality Really Means Until You Have Seen

The **"QUALITY"** *Brand*

Waterproofs

BIGGEST BUSINESS BUILDERS IN A DECADE

The Only Guaranteed Waterproof

SEND FOR SAMPLES

Toronto Waterproof Mfg. Company

30 Wellington Street West
TORONTO

717—Motor
$5.50
Single texture Paramatta, in fawn and reseda.

TURNBULL'S
MAKERS OF THE FAMOUS "CEETEE" PURE WOOL UNDERWEAR

Enterprising and Alert Dealers

who are forging to the front ranks always stock

Our Slogan is :

Worn by the Best People.

Sold by the Best Dealers.

CEETEE PURE WOOL UNDERWEAR

They sell "CEETEE" because they know and have proved that its guaranteed quality brings substantial sales and satisfied customers and their customers want it.

They also know that "CEETEE" Underwear is widely and strongly advertised. We create the demand—they fill it.

Our travellers are now out showing full lines.

We are also manufacturers of

Turnbull's High-class Ribbed Underwear for Ladies and Children.

Turnbull's "M" Bands for infants, and "CEETEE" Shaker Knit Sweater Coats.

The C. TURNBULL CO. of GALT, Limited

GALT, - ONTARIO.

742

tomer, as a rule, is always right, therefore take his judgment.

Why did Jones, who came to town with a little stock, in a little store, go right up? It was his policy of doing business. He did not try to fool himself or the people by telling them he was the "only pebble on the beach," but gave them new, bright merchandise, at the time they wanted to buy, and cheerfully took back goods when the customer wanted to return them.

NOW FOR THE SALESMAN.

We now come to the salesman; and here we have the "reason why" the volume of business, in eight out of every ten clothing stores, is not over half of what it would be if the salesmen were as efficient and capable as they might be.

All merchants recognize that in the selling of the goods depends the entire success of their business, and yet so few—hardly any—give it the attention they do the bookkeeping or the stock-keeping, and I purpose to make an effort to impress the merchants here present with the necessity of creating and buying a selling service, on the same basis they would buy merchandise, never taking for granted that usage makes any established habit correct, or that age makes aught else but wine good.

HOW DO YOU SELECT YOUR MEN?

When a man is engaged to sell in a store, the first question asked is relating to his experience, this not without reasonable justice, for no man can sell without experience; and he is taken on because he has occupied his last position for a time, long or short, and because he "looks good" to the manager or proprietor.

In all candor, I ask you how many of you here present would take a doctor or a lawyer on the mere fact that he "looks good?" No. You would want to know his alma mater and see or know from good authority that he is qualified to give the proper service. On the other side of the water the applicant for a position must show his papers of apprenticeship and discharge, and these will give an idea of his ability; but we take on men on their good looks, their shape, if you please.

When he is added to the force, thirty minutes possibly are given to the new man to tell him the "Don't" usually promulgated by the house, and which are supposed to be as unalterable as the law of the Persians and Medes. But these "Don'ts" are, in so many cases, more honored in the breach than in the observance. The policy of the house, the essential element of any successful firm, as it involves the service to the customer, he is left to learn in random bits, at odd times, from his fellow-salesmen or the errand boy. The manager or proprietor is too busy to talk to him about such trivial things, and says: "He is a bright-looking man, he will pick them up all right." An investment in an automobile or the beautifully engraved bonds of the "Sunshine Gold Mine" of Umpty Umpty County, State of Nowhere, is given more thought and careful attention than the live flesh and blood salesman through which the very life of the business is sustained. No wonder the average life of a business house is but seven years, when there is no little attention paid to the first course of the entire foundation.

The salesmen are active representatives of the firm to every customer whom they serve; they are the "House" to the buyer, not the person or persons whose name in gold letters is blazoned over the door.

Napoleon made a success of his military efforts through his wisdom and the choice of his lieutenants. He knew his work and he said: "If there was no one to make the gunpowder, I could do it. If there was no one else to cast the cannon, I could do it, as well as to make the gun carriages. As to the financial policy of this administration, it was mine and mine alone." He was Napoleon. But there are many Napoleons in the grind of everyday work, if they but only be developed, by learning all about their work, from the sweeping of the floor of the clothing store to the successful selling of the cranky customer.

THE OLD-FASHIONED WAY.

In all almost all stores the education of the salesmen is an accidental catch-as-catch-can sort of process. He is expected to pick up the art of selling by making mistakes first, for which he is brought upon the carpet to be reprimanded. Why not use the means and take the trouble to provide him with a course of instruction, practical and thorough, which will prevent the expected and common mistakes always occurring, and which are the cause of the loss of many customers and so much present and future profit?

If the same time were spent in telling the salesman the "Do's" instead of the "Don'ts" with good common sense "reasons why" he should do thus and so, there would be an entirely different tone in the store. The reason given why this is not done more frequently is that "It is not the habit. Who ever heard of a proprietor starting a kindergarten? I hire my men to do my selling, and I expect them to do it; I have other things to do. When they make mistakes I call them down, and if they show no inclination to improve, I fire them."

Yes, that is the old and established manner of handling help, but some few merchants are beginning to find out that it is cheaper to educate their salesmen than to fire them; for the make-up of the newly-engaged help is exactly like that of the one who has been fired, and the problem is, therefore, a little more complicated with every new man engaged.

Why not build them up instead of tearing them down? I hear answers such as: "They take no in-

What preparation are you making for the assured big increase in sales of

FLANNEL SHIRTS for FALL

? There is very persistent gossip among shirt authorities that next Fall will be the biggest Flannel shirt season yet. All present indications point that way very strongly, and we have prepared a showing such as has never been offered the trade since we began putting "Stars" in shirts. ?

Our range is full of life and variety, style and value. Every shirt is built for the smart trade—the trade that is shirt-particular—the trade that appreciates. We are showing the latest styles in cut, fabric and finish. See our 1913-14 fine Flannel Shirts before placing your orders.

Van Allen Co., Ltd.
HAMILTON, ONT.

The Fire Test

of underwear consists of its ability to stand up against the wool underwear experienced Canadian trade. Since 1905 Maple Leaf Underwear has stood the fire test and come out with laurels. It is the fulfillment of our one aim—satisfaction to merchant, wearer and ourselves. Maple Leaf Underwear wears because it is made to wear, satisfies because it is made to satisfy.

See our Fall samples.

THOS. WATERHOUSE & CO., Ltd.
INGERSOLL ONTARIO
HAROLD F. WATSON, WELDON & CO., Selling Agents
Coristine Bldg., Montreal.

Wreyford & Co., Toronto

Wholesale Men's Furnishers

Agents for following Manufacturers:

Young & Rochester, LONDON AND LONDONDERRY

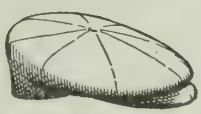
Finest Taffetas and Silk Shirts, Collars, Latest Neckwear, Dressing Gowns, Etc.

New Spring Designs of their noted "Wyanar" Zephyr Shirts—now in stock in Toronto. Prices $12.00 and $13.50.

Tress & Co., London and Luton

High-Class Hats and Caps

Patentees of the "Mascot," and other select shapes—


THE "LOTHIAN"

Own designs in Homespuns and Donegal Tweeds.

Good selection of Caps stocked in Toronto, and Straws May 1st.

THE "BANFF"

Cohen & Wilks, Manchester

"Aquatite" Raincoats in Yarnproof Gabardine, Handspun Tweeds, etc.

Reversible Ulsters and Motor Coats for Gentlemen and Ladies.

terest in their work?" Why? Because they have had no leader who devotes a part of each day to instilling an ambitious interest in his men. "All they think about is the money,' says another proprietor. They have never been told, time and again, in a friendly, human way, that to increase their pay envelope they must increase their efficiency.

Have they ever been instructed in the formation of a proper character? "No; that is preaching, and they won't stand for preaching?" Will the banker lend money to the man who has no character? "That is business, isn't it?" Equally so is the development of character. "When our salesmen make mistakes we tell them about it," says another proprietor. Why wait for the salesman to make mistakes before you tell him how to avoid them? Why wait until the horse has been stolen before you lock the stable door? This would be an equally logical reason.

After the applicant is engaged for the position, insure him against mistakes by beginning a common sense course of training.

As the subconscious mind does not act on a negative, this explains why "Don'ts" are so ineffective in producing results in training, or reprimanding the salesman. Negatives have no place in the art of selling. The positive only produces results. Then begin a system of training in the positive. In other words, tell the salesman what to do, and why, and see that he does it.

Drill him in all the different experiences in selling. Let the drill follow the lesson, as would the blackboard exercises in school the recitation from the arithmetic.

"It costs us about $20 to find out if we have been mistaken in our judgment in hiring a man," said the head of a big clothing store. "But when we find he is capable or susceptible of being developed, we set about doing it in our house school." As the development of a salesman is such a purely personal matter, it can be done with two men in a small clothing store, or the several hundred salesmen who attend the lectures in classes of from twenty to thirty at a time. True, numbers have a stimulating effect on the students, but against this the personal contact with the few, of the proprietor or the teacher, will equalize this difference.

Educate Your Salesmen.

In order to begin this development of the salesman, have him first study the principles of a sale, for any man who has the brains to sell has the brains to understand why he can sell. If he be a salesman, fair or good, he will want to know why at times he cannot make the sale and at others it is no trouble at all.

To build a sale is a material undertaking as easily comprehended as the building of a house. Few of the clothiers here present could build a house according to the well-known and established laws of architecture; many could build a shack of upright boards. So can many salesmen make some sort of a sale, but to build a five-story house, to meet the requirements of the building ordinances, and be safe to life and property, the builder must be a master workman, and to build a series of sales, like the stories of the house, the one resting on the other, he must be a master salesman. And this knowledge only comes from training and study, and the school which can give him this knowledge in the least time is best for him, for experience is a long and hard teacher, not always thorough when the principles are not thoroughly understood, and much can be avoided by learning the theory of selling, as applied to the practice, from someone who has specialized in this direction. For this is a day of specializing, to secure efficiency, save time, and to insure profitable returns on the investment of capital and brains.

In all efforts to improve the efficiency of a salesman, the "House" gets next to the salesman on the broad ground of human interest, and as humanity is recognized as a prime factor in increasing the efficiency of any organization, it will be found to be an impelling cause in promoting the selling ability of the salesman.

Don't do it With a Club.

To do as one firm had a habit of doing, i. e., rubbing men down in the morning with a wire brush to wake them up, is to antagonize every man on the floor and encourage disloyalty on every side. Did these salesmen have the interest of the "House" at heart after the rubbing down? The answer I leave to each proprietor here present.

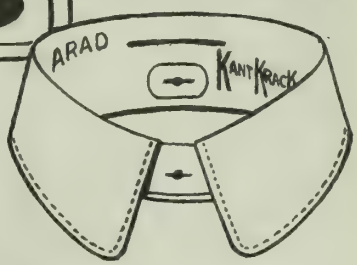
On the other hand, "Come, boys, let us take up the question of how to sell the 'Looker,'" sets every brain in active motion in the interest of the selling art, and petty personal grievances are lost in the ambition to excel.

One day at the beginning of my work at the "Hub" in Chicago, one of the men in my class came in, and when asked by a fellow-salesman what the subject of the lesson would be, said: "Some calling down, I suppose." I jumped at the chance to make plain the object of my instructions, and told him "I never call my men down, I always boost them up; try to point out to them the way up to the results they would attain, and in this way stimulate their ambition to be something more than mere machines; to be men who have the interest of the house at heart, and to know that when they discharged their full duty the results would be found in the pay envelope." These, and many other suggestions in the same key, to induce them to look up, not down.

Make a mental note of this. In the most successful houses there is a corp d'esprit, a working together which makes the customer feel at home and insures

(Continued on page 81.)

KANT KRACK COATED LINEN COLLARS



"KANTKRACK" means much to you

If you have a call for waterproof collars. KANT KRACK coated linen collars are real water proofed linen collars, pliable and wear-resisting. Wear-resisting because the usual weak points of other collars are reinforced in KANT KRACK attached lips, long slit back which prevents breaking when being attached. Laundred with soap, water and sponge.

"One grade only and that the best."

(Made in Canada)

The Parsons and Parsons Canadian Co.

HAMILTON -:- -:- -:- ONTARIO

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

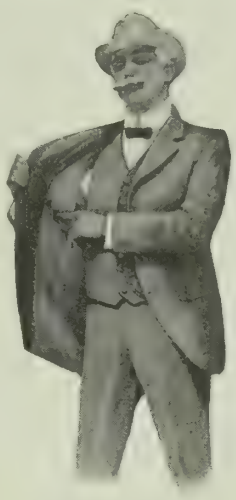
Tailor Your Stickers

So often goods by the yard are sacrificed to the "bargain knife" just because they are not ready sellers. This is where we come in.

Send us your stickers and we will tailor them into quick selling garments which will bring profit instead of loss.

Our styles are strictly correct and we use the best trimmings throughout.

Write to-day for estimates.



"We use the label."

Suits cut, made and trimmed, $5.00 up.

Evans Tailoring Co.

WHOLESALE TAILORS

342 and 344 Queen St. W., Toronto

Ring Us Up—Main 5290

A Forecast of Fall Shirt Ranges

Slight depreciation of textiles likely to affect average of retail profit—Manufacturers are assembling broad showings—All requirements met in broad selection of ranges.

FALL shirt ranges in course of preparation are to be interesting for several reasons. Manufacturers are assembling broad showings, which include dress and a full array of colored shirts in percales, Oxfords, Madrasses, soiesettes and fine flannels with Summer negligees for repeat delivery. A general knowledge of shirt samples and the relative standing of the ranges is necessary to secure the best values. The reputation of different firms on the basis of value, size, style and finish is not changed. But values in some instances are not likely to be as good. Any changes noted apply to only one or two numbers, but these include the volume of the shirt business at the prices. Customers are not apt to question the quality of the material of these lines at fair retail prices. However, the trade is sure to notice the difference in the texture of the fabrics and the effect on selling prices.

Leader values, which are offered, depend on quantities. The enormous yardage handled by some mills has kept value up to their standard. A slight advance was noted last season and a similar depreciation of the fabric is reported again. The recognized best $9 dozen shirts will still be turned out by the same mills. These manufacturers admit they cannot repeat as good a cloth as heretofore. On account of advances the sample lots of cloths already received are not up to last season's quality. If value is changed on such shirts, competing values are correspondingly so. Representatives are speculating on the outcome of this difference on opposition lines for Fall.

The trade are not going to change their counter standard because of the change in qualities. The bulk of business done on the leading lines suggests that the retail prices will require a slightly higher average profit to offset the difference in quality in the garments as assorted. Travellers intend to count on this practice and in the demand for better goods. Merchants are getting higher prices. The change of value on the staple selling lines is not expected to result in any less volume of sales. Any loss of sales on cheaper numbers is overcome in the increase at the next higher prices.

This is a question for buyers themselves to decide. Different opinions are heard as to whether the clothes this year are too light to stand the extra percentage merchants have been getting for the best patterns. Representatives, who have compared the two season's cloth are deciding that the cambric is not good enough to stand more than 33 1-3 per cent. on cost. As a matter of profits, departments are exactly as they were before merchants advanced their average to meet the extra costs of doing business.

Merchants have the advantage in one thing. Their attitude has helped to sell better shirts or the same value shirts at higher prices. With the latter depreciation in the quality of material, which has been maintained in $9 shirts up till the present, two options remain. The result of these will effect placing and is to be seen during the Fall selling season. Whether the change is sufficient to make $10.50 dozen the quantity price is to be the issue. At any rate $1.50 each will become the leading retail price. Some furnishers have been obtaining as high as this for $9 value. Shirts costing $10.50 sell at this; 50c, 75c and $1 on $12 shirts is a high average. With the demand for better makes $2 and $2.25 garments are selling in larger proportion. The average is satisfactory on $15 and $16.50 a dozen. Merchants can readily see that if the outside profits on the regular quantity line falls off their opportunity is evident on $10.50 and better qualities.

The trend of new designs and styles is not expected to change so much in the samples being prepared as from the influence of style. Favorite cloths are only changed in design and contain the same neat and effective line stripes or highly mercerised plain cloths and fine flannels. One of the highest class novelties of the season, in men's shirtings is now being offered. It is included in the range of fancy weave Soisettes, (piece dyed) and consists of a ratine yarn stripe on a figured cloth. The stripes are shown in varying widths from a very fine pin stripe to nearly one-quarter inch wide. A jacquard figure is used between the stripes, and a remarkably neat effect is produced.

Flannels are expected to have an unusual demand in better grade shirts. Values start at $18 a dozen, but the designs and their clearness of color make values from $36 to $45 a dozen especially attractive buying. The designs are neat and favor the usual colors on cream or soft greys in varied stripes. French cuff and band collar styles are preferred, of course.

Plain, single pleat front negligees are selling well. Pleated styles are falling off. This is a manufacturer's advantage, but the trade are satisfied to meet the demands of their customers in this respect. Buyers are taking single pleat fronts and soft cuffs for a reason. The extra sale of collars with straight neckband shirts is in keeping with high class trade and for business rather than negligee wear. This will effect Fall samples.

Merchants can depend on finish, full size and novelties if they are willing to pay for these as they virtually do in any case. For instance in laundering and

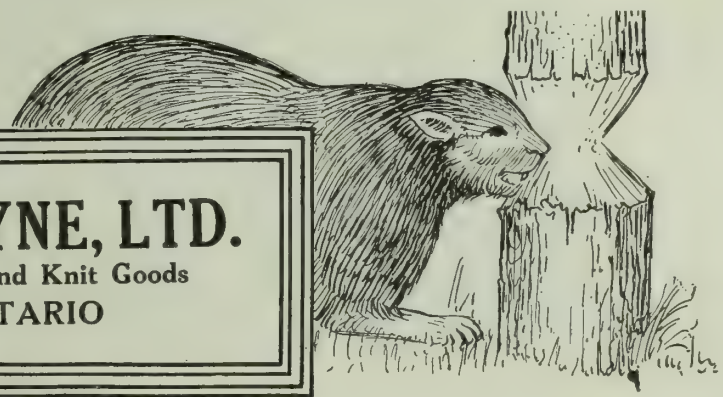
(Continued on page 81.)

Style. No 4675

Right with the young men's ideas

BEAVER BRAND

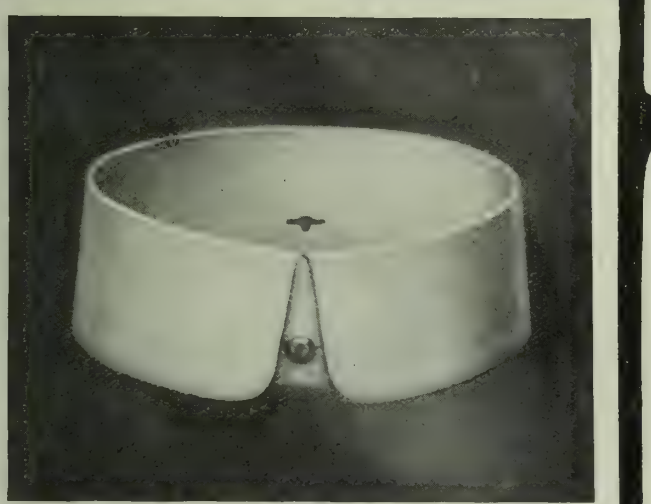
Do you appreciate the fact that the young man's trade of your town is one worth going after? Do you realize that the younger generation are less conservative about their selection than their elders and are drawn to your store by offering them, not alone real value, but real smart styles? Beaver Brand Sweater Coats embody both style and value, which makes it possible to get all classes of good trade—the young man, the older man, the woman, the girl, the child. Our 1913-14 range will interest you. See it now.



R. M. BALLANTYNE, LTD.

Manufacturers of Beaver Brand Knit Goods

STRATFORD, ONTARIO



Notice To The Trade

WHOLESALE AND RETAIL

Mr. Dealer:

Did you ever compare "Arlington" Collars with any other lines which you may have in your store for

(1) Weight of materials?
(2) Strength of buttonholes?
(3) Proper balance of Collar?
(4) Space for adjustment of tie?
(5) General appearance of same?
(6) For satisfaction to your customers?

We have:

Challenge Brand .....@ $2.00 per dozen.
Rubber Brand .....@..1.80 per dozen.
Pyralin Brand .....@..1.50 per dozen.

All 33 1-3% heavier material than other lines offered to you. Examine and see who is giving you the best value, for your customer. before you buy any other than

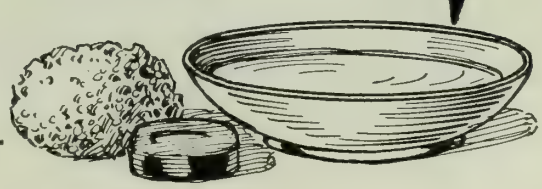
"ARLINGTON COLLARS"

The Arlington Company

of Canada, Limited

58 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



An "April Shower" Window in Selfridge Store, London, England.

Arranging "April Shower" Display

How effect of a downpour of rain in window can be secured—The idea could be carried out effectively at the present time in men's wear stores.

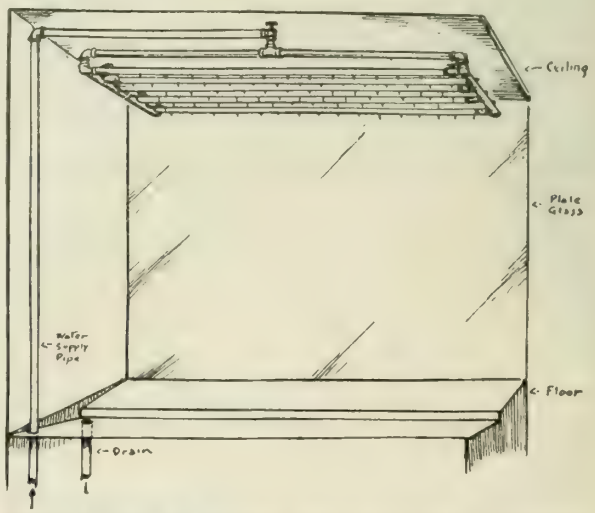
WINDOW display work has been put on such a high standard that it is becoming increasingly more difficult for a window trimmer, no matter how clever and resourceful he may be, to make his work "stand up." The opposition that a display man meets nowadays is infinitely surperior to what he met with a few years ago.

Where neatness in arrangement and artistic handling of detail have been brought to so high a standard, it is necessary for the display man who desires to get ahead of his competitors, to find original ideas. Originality is becoming one of the most important qualities in the art of window trimming.

A distinctly original method of securing an original effect was devised last year by Selfridge, London, England. By roofing the window with perforated galvanized iron or tin and running a flow of water over it, a very realistic representation of a shower was given. The accompanying cut shows the window as it appeared when the water was turned on. It was impossible, of course, to show the effect of falling water in the photograph which does not, on that account, do full justice to the idea.

The other illustrations show exactly how the idea was worked out. As will be seen, the mechanism was fairly simple.

This display was designed for wet weather wear. The idea could be utilized by men's wear stores with splendid effect at the present time. A shower effect, used in conjunction with a showing of raincoats and umbrellas would be found a sure means of attracting wide-spread attention.



Showing plan of window after sprinkling apparatus has been installed.

The Art of Selling Expounded

(Continued from page 76.)

the "come back" spirit. Scrapping of any sort or kind, between any persons in the store, generally results in driving the customer away.

The proprietor is the "Boss," but he is not supreme authority to the customer, and what he says, and how he says it, has much to do with future business, for he it is who shapes the policy of the house, which includes the training of the salesmen.

Build up For The Future.

In all successful clothing stores, the future is considered in making the sale of to-day, and a policy to insure this result is made a part and parcel of the practice of each man on the floor. Sharp practices but defeat the end of successful selling, for they will be discovered and used against the firm which permits them.

Take the customer into the confidence of the house; regard him as a silent partner in the business, who will come back because his interests are carefully considered at all times and under all circumstances, for he is better served here than elsewhere. When I hear a proprietor complaining of the inattention and carelessness of his salesmen, I involuntarily think of the ill-mannered child, of whom the parent says, "I cannot control him." Each reflect the lack of care and exercise of good judgment in the bringing up.

The proprietor is but a single man, who has but two eyes and but two hands, which he may have trained ever so well, but it is the eyes and hands, as well as the brains of his salesmen, on which he must depend to sell his goods.

The act of delivering the merchandise to the customer and taking in the money is but the result of many contributing causes, and is the climax to the effort of the merchant to sell his goods, and if the salesman be not duly qualified for the work and sustained by the houses he will unmake the success of the business.

When you have bought poorly, not sold as you should have done; when you have, through not knowing, established a poor policy, neglected to drill and instruct your salesmen; in each case you will need to make a special effort to relieve the congestion. But it is far more profitable to have someone come to you in the capacity of a business counselor and a developer of your salesmen.

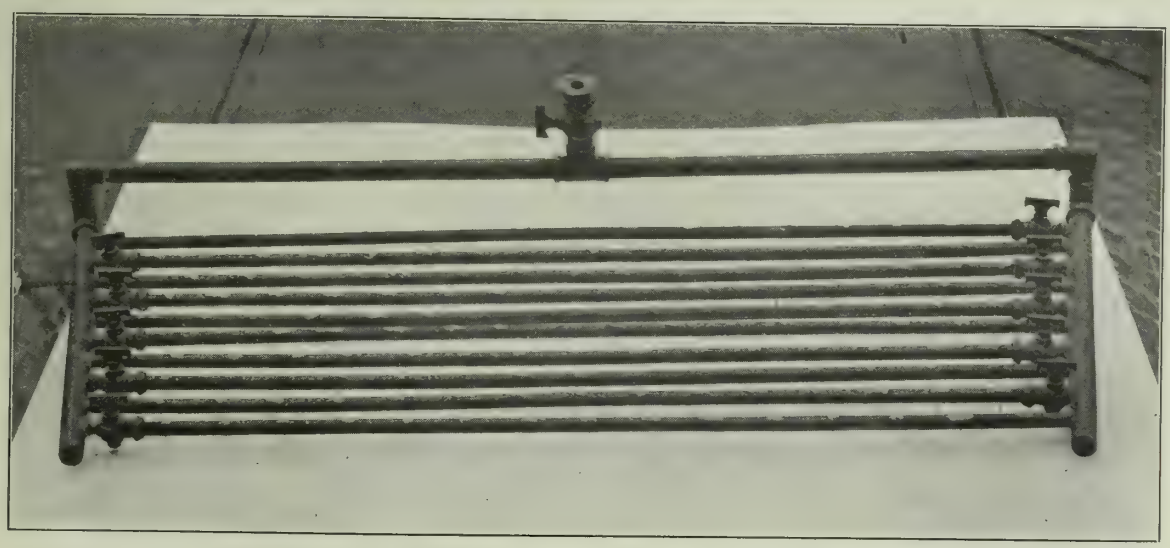
A Forecast of Fall Shirt Ranges

(Continued from page 78.)

special sizes or labelling. The garments offered can be turned out equal to any in competition. Manufacturers do not encourage these extras on the regular range, but with a satisfactory order are prepared to meet any conditions. In the past merchants have been offered extra finish at a minimum ratio of 50c a dozen. But buyers are not interested because they think the charge is extra. In the case of labels each furnisher can have his own monogram by supplying the labels. This is done without extra charge where placing orders are large or fairly representative of the turnover.

Claresholm, Alta.—Geo. Buck, of Buck & Howson, High River, has purchased the ladies' clothing stock of W. D. Annable.

Lindsay, Ont.—Ed. C. Armstrong has opened a new clothing and furnishing store.



Pipes above window used in securing shower effect.

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

Editor of Dry Goods Review: "We notice in last Dry Goods Review that in reply to an inquiry the address of the firm making time recording clocks is not given. Kindly have them send catalogue and prices."

The International Time Recording Co. of Canada, Limited, 19 Alice St., Toronto, is the correct address. B. L. Monkhouse, McKinnon Bldg., Toronto, has German imported time clocks. We have advised both firms to send catalogues and prices.

Editor Dry Goods Review, Montreal. "Will you kindly give us the names and addresses of firms, who handle presses or balers for waste paper. 'Phone them to mail catalogue and price list and oblige."

The following firms handle paper balers: Toronto Type Foundry Co., of Toronto and Montreal; Page Wire Fence Co., Walkerville, Toronto.

Editor Dry Goods Review. "Kindly furnish us with the address of "Peabodys", manufacturers of men's overalls."

Peabody Co., Ltd., Walkerville, Ont.

Editor of Dry Goods Review. "Will you kindly inform us as to the makers of the best tennis shoes to be had in Canada."

The Gutta Percha & Rubber Mfg. Co., Miner Rubber Co., Ltd., and Consolidated Rubber Co. all handle tennis shoes. Write their Toronto offices.

"Who manufacture a very low-priced line of sheets and pillow slips? We want something suitable for summer cottages."

Diamond Whitewear Co., Montreal. Any of the jobbing houses have lines suitable for this trade. Write the Canadian Converters Co., Ltd., Montreal.

Editor Dry Goods Review. "Kindly send us the addresses of some good houses who tailor ladies' made-to-measure suits.

Very few firms are anxious for special order business in women's ready-to-wear. We understand that several manufacturers provide their clients with measurement charts, samples of materials, and prices for their models. A half dozen or a dozen styles are stocked by the merchant, and these samples augment the service. Write the following firms: M. Pullan & Sons, Toronto; Robinson Fashion Co., London, and Bloor Ladies' Tailoring Co., Toronto.

Editor of Dry Goods Review. "Please tell us where we can sell baled waste paper."

To the Northumberland Paper and Electric Co., Campbellford, and The Trent River Paper Co., Glen Millar, Ont. We understand they pay from $9 to $10 a ton f.o.b. destination.

Editor Dry Goods Review. "Kindly tell me, where I can buy children's pongee silk rompers: women's tennis dresses in white flannel and yachting suits. Who makes the line of waists shown on page 22 in the January 15th number? also women's and children's parasols?"

Princess Garment Co., Toronto, make pongee silk rompers. Ladies tennis dresses in white flannel or serge, and yachting suits are shown by H. C. Boulter Co., Toronto. Similar waists to those in January *Dry Goods Review* are supplied by Doherty Manufacturing Co., and Ladies Novelty Co., Toronto. Irving Umbrella Co., Toronto, have a full range of women's and children's parasols.

Wm. H. Leishman & Co.
Limited

Ready for Service Clothes require no apologies from your salesman to your customer. The reliable quality of fabrics and materials, the correctness of style and fit in our garments gives you the confidence required to make selling easy.

Our Special Order Department is rapidly growing in favor and we are receiving hundreds of orders weekly from the best merchants throughout the country. If you have not already inspected our range of samples drop a line to

Wm. H. Leishman & Co., Limited
Wholesale Custom Tailors
119 Adelaide St. W. - - Toronto

Makers of the best tailored Garments for Men

Join the bo

Thirty-Three Va

Handsomely Engraved Silver Loving Cup.

10 Gold and Silver Medals.

Cash Awards.

2nd Annual Contest 1913

OPEN TO WINDOW TRIMMERS, CARD-WRITERS AND ADVERTISERS

Awards to be made at the August Convention, Canadian Window Trimmers' Association.

C. W. T. A. Window Decorating Contest.

Classification of Prizes:

Class 1—Annual Grand Prize.—Silver loving cup, suitably engraved, for the best six displays, original window and unit trim photographs submitted by contestant during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

ORIGINAL WINDOWS.

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

MERCHANDISING WINDOWS.

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

HOLIDAY OR OPENING WINDOWS.

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

MEN'S WEAR WINDOWS.

Class 5—Open to men's wear trimmers of Canada.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

/s this year

luable Prizes

FLORAL DECORATIONS.

Class 6—

1st Prize - - - - - $10
2nd Prize - - - - - $ 5

For best window or interior decoration, artificial flowers being used.

BEST COUNTER OR LEDGE TRIM.

Class 8—

1st Prize - - - - - - $5

For the best arranged overhead or counter trim of merchandise from any department.

BEST GROUPING OR DRAPES.

Class 7—

1st Prize - - - - - $5

For the best display of drapes or ready-to-wear grouping arranged in the department windows or cases.

BEST BACKGROUNDS.

Class 9—

1st Prize - - - - - - $5

For the best background setting used during the year, for anniversary, opening or sale.

TERMS OF CONTEST:

(a) Trimmers are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.
(b) Any number of photographs can be submitted, but one view only is necessary to enter competition in any class.
(c) Photographs must be of this year's work, since August 1st, 1912, and must not have been submitted in any other contest.
(d) All photographs to be forwarded to the secretary by August 1st, 1913. Pictures will be returned to contestants after the Convention, if requested.
(e) Contestants must give detailed description of windows, color scheme and general plan, cost, etc., marked on back with name and address, and whether for Annual Contest. Class number must also be designated.
(f) All windows to be judged under numbers, any identifying marks must be removed.

C. W. T. A. Cardwriting Contest

CLASS 1—FANCY WINDOW CARDS (General).
First Prize—C.W.T.A. Gold Medal.
Second Prize—C.W.T.A. Silver Medal.

CLASS 2—AIRBRUSH CARDS.
First Prize - - - - - - Cash $5.00
Second Prize - - - - - Cash $3.00

CLASS 3—ORIGINAL HOLIDAY CARDS
(Christmas, Easter, Thanksgiving).
First Prize - - - - - - Cash $5.00
Second Prize - - - - - Cash $3.00
Third Prize - - - - - Cash $2.00

CLASS 4—PLAIN SALE CARDS (General).
First Prize - - - - - - Cash $3.00
Second Prize - - - - - Cash $2.00
Third Prize - - - - - - Cash $1.00

CLASS 5—ALL PEN LETTERED CARDS.
First Prize - - - - - - Cash $3.00
Second Prize - - - - - Cash $2.00
Third Prize - - - - - - Cash $1.00

CLASS 6—PEN LETTERED PRICE TICKETS.
(In groups of six)
First Prize - - - - - - Cash $2.00
Second Prize - - - - - Cash $1.00

CLASS 7—AIR BRUSH PRICE TICKETS.
First Prize - - - - - - Cash $2.00
Second Prize - - - - - Cash $1.00

TERMS OF CONTEST:

(a) Cards entered must be first used in merchandise displays.
(b) Not more than two cards to be entered in class 2, and 4. Not more than three cards to be entered in class 3, and not more than six cards in classes 1, 5, 6, and 7.
(c) No air brush cards to be entered in any class except 2 and 7.
(d) No contestant can enter more than three classes.
(e) All cards must be of uniform size. None larger than half and none smaller than 1-16 of regulation sheet 22in.x28in.
(f) No card to be entered in more than one class.
(g) Each card must bear the number of class in which it is to be entered, but not the contestant's name and must be sent not later than August 1st, 1913.

C. W. T. A. Advertising Contest

CLASS 1—GOOD ADVERTISING.

First Prize - - C.W.T.A. Gold Medal Second Prize - C.W.T.A. Silver Medal

Awarded for the best all-round advertising, including general publicity opening and sale announcements.

TERMS OF CONTEST:—

(a) Announcements must have appeared this year.
(b) All copy must be original.
(c) Not more than six examples to be entered in contest. (d) All ads. to be judged on points: 1—Editorial and descriptive text; 2—Layout; 3—Typographical effect; 4—Originality of ideas.

Contestants must be members of the C.W.T.A. and staff employees in Canadian stores.

Contests close August 1st, 1913. The award committee decisions to be final.

All photographs, show cards and advertisements to be available for publication in Dry Goods Review.

Canadian Window Trimmers' Association

143 University Ave. Toronto

How Stout Men Should Dress

Some rules which should be observed in the selection of material and color as well as fit—Size can be "toned down" in many ways successfully.

AN interesting article on the proper garb for men of ample proportions has been written by the Editor of Tailor and Cutter. It reads as follows:

'Fat, fair, and forty' is the description given of many a lady who has passed the half-way milestone of life. The first and last adjectives apply with equal force to the sterner sex, for, owing to certain physiological changes, there is a decided tendency with both sexes to put on flesh when the fourth decade has been passed.

The active athlete has to realize that, as a rule, he is 'too old at forty' for the arena, and most men are content to slow down at that age and take life easier. As a general rule, too, men have made their mark and achieved some degree of success by that time, so that they are able to indulge themselves in the pleasures of the table, and, as they also refrain from the more active exercises, it is not surprising if occasionally they develop those aldermanic proportions which entitle them to be called 'stout.'

Whilst realizing all this, we fully recognize there are freaks in whom the adipose tissues develop unduly in childhood and youth—as, for instance, the fat boy of Peckham—but these are the exceptions, just as it is unusual for a man to retain the same waist circumference at forty-five that he had at twenty-five.

The tailor knows that the majority of his customers who have reached their prime develop a certain degree of stoutness, when attention to the art of dressing becomes of the utmost importance.

No gentleman of modern times realized this to a greater extent than His Majesty King Edward VII., and certainly no one has set a better example of how a stout man should dress than he did, for he was not only known as the first gentleman of Europe, but he richly deserved that title.

It is a very great mistake for a stout man to go to a cheap tailoring establishment. There are so many arts and devices that can be brought to bear by skilled workmen in the making up of a stout man's clothes that are not otherwise obtainable.

BEST MATERIALS.

The materials selected should have the following qualifications:

1. They should be dark, because the darker the color the more it absorbs the light which falls on it, and so reduces the apparent size. Consequently, black, dark blue, dark grey, are the most suitable shades.

2. They should be of a dull surface rather than a shiny or glossy one, for the same reason—namely, that it absorbs the light; but the dull surface should not be too rough, or it will counteract this and impart to the wearer that size which every effort is being made to apparently reduce.

3. It should be of the neatest possible description, for anything obtrusive would call attention to the wearer, and that is not wanted, his bulk being quite enough for this.

This feature applies to the pattern of the clothes and also to the finish of the collar. For instance, broad braiding should not be employed, but if binding is used it should be of the narrowest description, and even this should be avoided if the wearer is very stout, in which case the edges should be made up as neatly as possible.

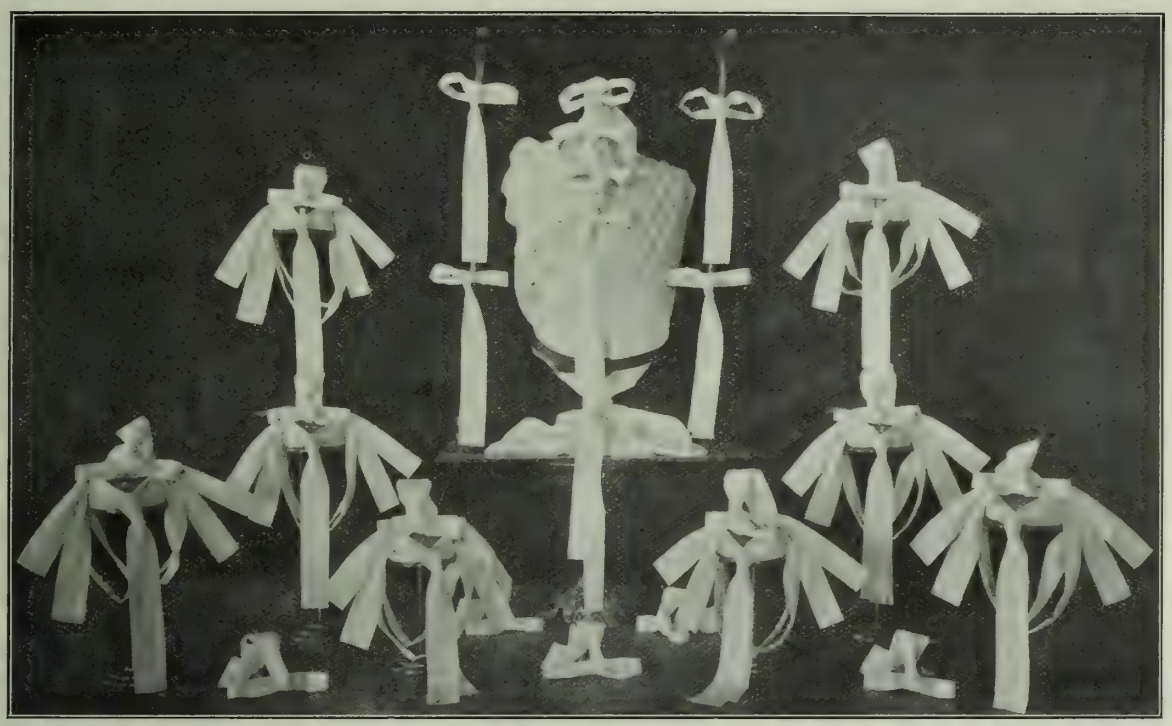
If they desire any pattern in the cloth they select, then all kinds of checks must be scrupulously avoided, for, however neat it may be, their tendency is to add to the appearance of width, without adding proportionately to the wearer's height, the principle involved being that lines add to the length or width of the figure according to the direction in which they run; and realizing this, then, if there is any pattern at all, it should be of the nature of a very subdued and indistinct vertical stripe, but even here it cannot be too strongly emphasized that the quieter and more unobstrusive the clothes are the more becoming they will be for this class of figure.

PLACEMENT OF THE SEAMS.

A very great deal may also be done by the placement of the seams, and this is where the skilled tailor is able to exercise his art. If the garment is a lounge, the side-seam is carried high up; if it is a body coat, this is done still more, and the side body is also kept on the narrow side, and, in extreme cases, an extra seam is introduced under the arms and also a short one in the front, which not only improves the fit, but also tends to give the appearance of more height to the wearer.

Another plan that should be adopted by all stout men is to direct attention to the extremities of the limbs by wearing something that reflects the light. In this way the late King improved his appearance considerably. He wore white spats, which showed the least possible amount below the bottom of his trousers (he never wore his trousers turned up). He wore a white slip round the neck of his vest, and allowed a sufficiency of white cuff to show below his coat sleeve to give the utmost appearance of length to his arms. In addition to this, he wore a silk hat or a white felt "topper," either of which added to his apparent height, the result being that, although he was 45 in. chest, he did not appear anything like that size.

Smart Units for Seasonable Trims



The early showings of the midsummer season are anticipated by this grouping. Each of the smaller units is practically the same. The material in the neckwear and suggested shirt are alike. The combination of wing collars and larger shapes in wash ties is unique. The idea can be featured in bringing out the style trend as represented in the store merchandise as an exclusive setting. Such an arrangement is built up indefinitely as long as the centre unit is introduced to relieve the monotony. A simple contrast of color is added by using men's belts either on unit in centre or separate stands. The display stands in brass and glass complete a smart showing.

SUITABLE STYLES.

As a general rule, it is well for stout men to avoid double-breasted garments, for the over-lap and the two rows of buttons tend to add to the appearance of the bulk; and in order to obviate this and still retain the smartness of the double-breasted style of fronts they are often cut no larger than a single-breasted one, so that, although they are finished with the usual set of buttons and button-holes up each front, as for a d.-b., yet they are only held together by the shanks, or they may be of a special make. For instance, King Edward's onyx links were famous, and were invariably used by him with the grey frock coats in which he so often appeared at Epsom.

In evening dress the lapels of the coat should not be too wide, nor the fronts cut too large, and the silk on the lapels only brought to the end of the holes, so as to introduce an extra vertical line. The vest ought certainly to be of black, and the amount of shirt-front shown should be on the small side, and if braid is employed down the side-seam of the trousers it will be an advantage.

For morning wear, one of the most appropriate styles is a dark blue serge lounge suit, with narrow stitched edges and fronts neatly rounded away at the corners.

MORNING COATS AND OVERCOATS.

For morning dress the frock coat and morning coats worn in conjunction with a single-breasted no-collar vest of black or dark grey vicuna, and dark grey, neatly-striped trousers, are the correct thing. The coat should be of ample length, reaching at least to the bend of the knee, whilst the trousers should be of the most moderate width consistent with the

A Dollar Stretching Sale Suggestion

Savings and the assurance of values are two of the attractive mediums for a successful event. This trim contains all the features of a clever grouping and is sales producing because of the originality. The units are balanced and the contrast can be improved by the arrangement of seasonable hats, neckwear, gloves and requisites to match. The purchasing power of a dollar can be shown in several ways and is elaborated on by carrying out the same scheme in advertising, streamers and neat window cards with prices. In this instance unique cut-out signs are used to accentuate the idea. Sales results depend on the ingenuity of the trimmer in applying the scheme to his necessities.

size of the wearer, and at the same time avoiding all suggestions of a 'horsey' character.

The most suitable overcoat is the semi-fitting Chesterfield with fly-fronts, finished in the neatest style and having single stitched edges. Particular care is needed in making a garment of this description, in order to avoid an excess of drapery at the fronts, which is very likely to exist unless skilful methods are employed to prevent it.

As a general rule, all wadding and packing should be carefully avoided, yet it may sometimes be employed with advantage just below the front of the armhole, at which part the stout figure is often very poor, and if the breast is thus up a bit it reduces the prominence of the waist, and so improves the shape of the wearer. For this reason, too, a moderate amount of ease at the chest is permissible, though the waist should have no surplus size at any part.

Whatever inside pockets are inserted should be placed well backward and to point towards the side, so that if anything is carried in them it should not add to the appearance of bulk in the front.

Styles Worth While

AND VALUES TOO

There is a reason behind every "Beaver Brand" style, or it would not be included in our showing. There is a distinctive style feature backing every garment, which makes this line famous throughout the Canadian Knit Goods trade, a feature which is augmented by a quality that is far removed from the ordinary values.

We make a complete range of all kinds of Knit Goods, including Sweater Coats, for men, women and children, Mufflers, Toques, Scarfs, Mittens, Gloves and Hosiery, etc. To fill your smallest order is a pleasure to us and will receive our prompt attention.

BEAVER BRAND

R. M. Ballantyne, Limited

MANUFACTURERS UF
BEAVER BRAND KNIT GOODS

STRATFORD

The Bloomer That Pleases The Boy

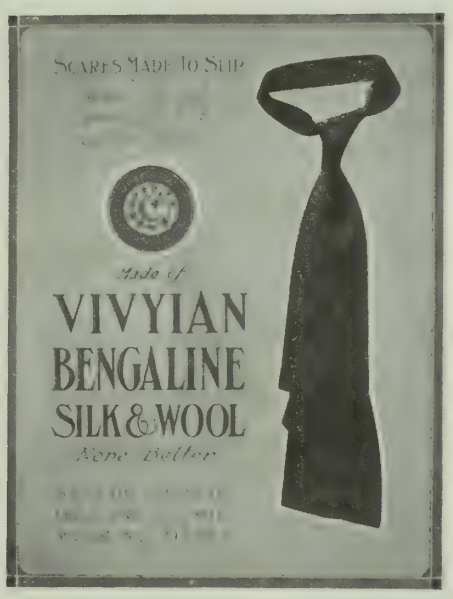
is the kind of bloomer to build up your boys' clothing business upon. The neat stylish fit of the Jackson Bloomer combined with its high grade materials, make it a most profitable line for a dealer to handle. Our new lines for Spring and Summer trade displayed in your store will take the boys' clothing business of your town by storm.

Write for catalogue and samples.

The Jackson Mfg. Co., Clinton

FACTORIES:

CLINTON GODERICH EXETER ZURICH



THE HIT OF THE TRADE

44 Shades in $4.50, $6.50 shapes, 7 day delivery.

Use the show card as above, 14 x 11, 4 colors and embossed

Neckwear Department

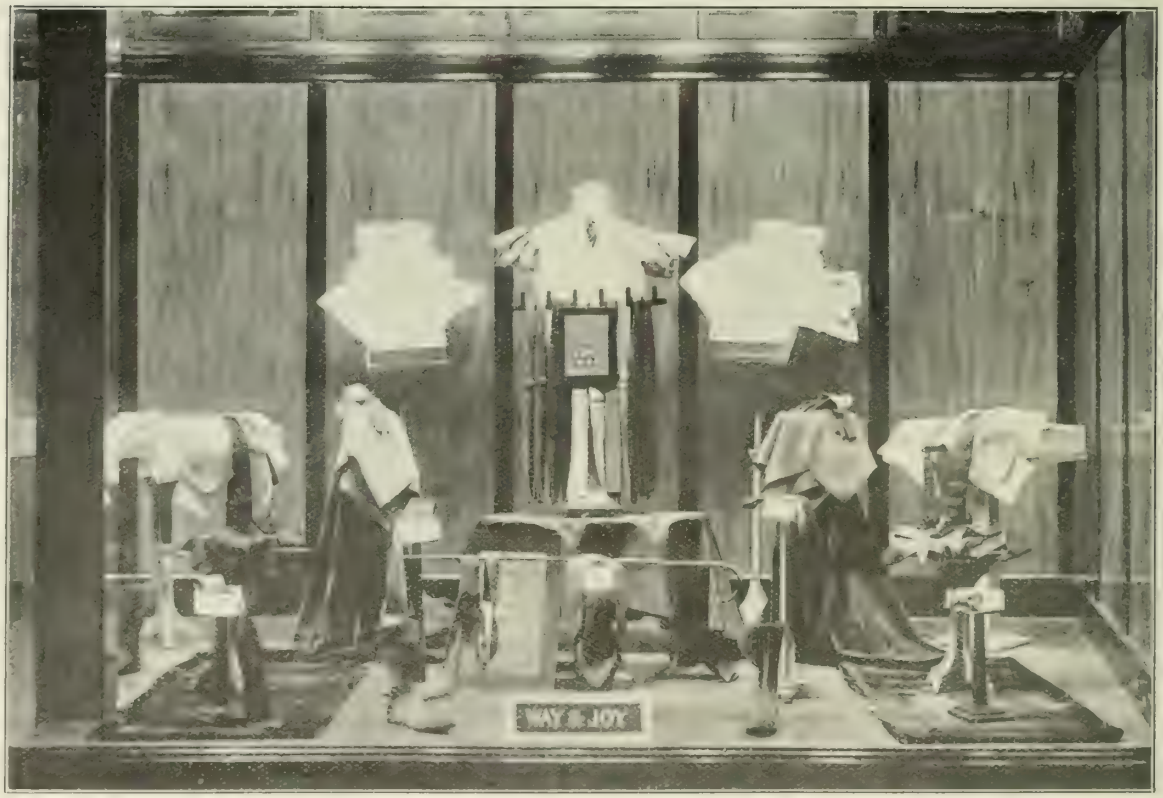
Crescent Mfg. Co.

Limited

MONTREAL

Initial Trims by New Men's Wear Shop

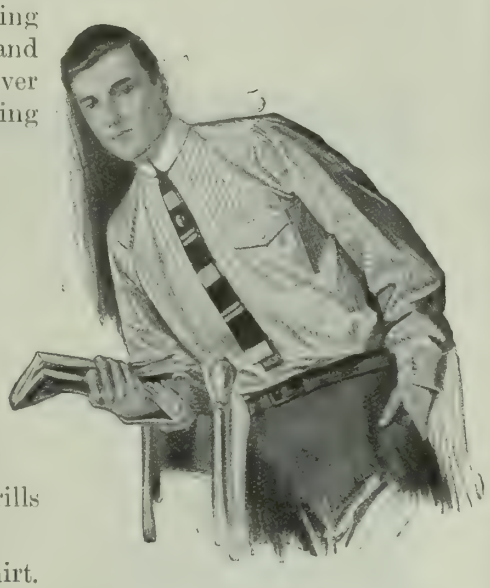
Combined suits, materials and accessories featuring semi-ready and made-to-measure clothing in new corner windows.



Units of shirts and neckwear in smart styles on up-to-date stands and window fixtures. The arrangement is effective before the panelled background as a permanent setting. Courtesy Way & Joy, Hamilton.

"DEACON" Flannel Shirts For Fall

can be bought at old prices if orders are placed early. Owing to increased prices of raw material, prices have advanced, and in consequence new prices will have to prevail. Look over your stock and protect yourself for next Fall. We are showing best possible range in:—



Military Flannel Shirts, with Reversible Collars, at $13.50 and $15.00 per doz.

Plain Navy Blue Flannel Shirts, with Reversible Collars, at $12.00, $12.75, $15.00, and $18.00 per doz.

Plain Grey Flannel Shirts, with Reversible Collars, at $9.00, $10.50, $12.00, $13.50, and $15.00 per doz.

Special Heavy Black Serge, with attached Collars, at $8.50, $9.00 and $10.50 per doz.

Tweeds, Meltons, Serges, Drills, Sateens, Oxfords, Khaki Drills and Serges.

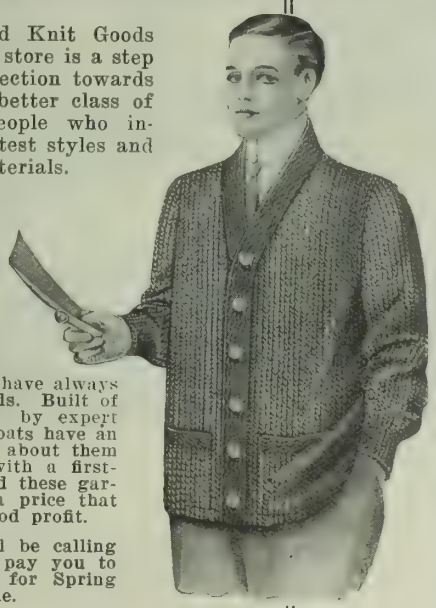
Travelers are now on the road. We guarantee every shirt.

The Deacon Shirt Co.

BELLEVILLE, ONTARIO

Sweater Coats Of Distinction

Dominion Brand Knit Goods stocked in your store is a step in the right direction towards catering to a better class of trade—young people who insist upon the latest styles and best quality materials.



Dominion Brand

Sweater Coats have been on the market for many years, and have always met these demands. Built of high-grade yarns by expert workmen, these coats have an air of distinction about them that goes only with a first-class article. And these garments retail at a price that ensures you a good profit.

Our traveller will be calling on you. It will pay you to see our samples for Spring and Summer trade.

A. BURRITT & CO.

Dominion Mills

MITCHELL - ONTARIO

Two New Suspenders

"THE PEERLESS"

"THE FIT-RITE"

Comfort in these two styles of suspenders is the paramount feature. In the case of "Peerless" suspenders the comfort is derived from the automatic self-adjustment of the double sliding cord at the back. The comfort obtained by the use of the "Fit-Rite" is the result of the ability to adjust the suspender at five different points, and the eliminating of the draw from the sides which is usual with adjustable suspenders.

Price for "Peerless," $2.10 per doz. Special price, $2 per doz. in five box lots. "Fit-Rite," $4.00 per doz. Special display rack with orders of 3 dozen or more.

Send to-day for sample dozen.

The Canadian Suspender Manufacturing Co.

92 PETER ST. TORONTO

This attractive unit appeared in the store window of S. A. Horwitt, Montreal.

"KING EDWARD" SUSPENDERS

Retail 50 C. Price

Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

PIM'S IRISH POPLIN

For Distinction, Refinement, Durability, select

PIM'S IRISH POPLIN TIES

They are the most fashionable Ties obtainable, and present a wide range of tasteful designs in self colors, stripes, etc.

Wholesale—PIM BROS. & CO., Irish Poplin Manufacturers, William Street, Dublin.
Canadian Agents—Hyndman Commission Co., 156 Lombard St., Winnipeg. Thomas Brophy & Sons, 41 Herald Bldg., Montreal.

IMPERIAL BRAND PURE WOOL UNDERWEAR

will help you meet the keenest competition

and only the merchant in a live town or city knows the strenuousness of keen competition and what real value means to him in trying to meet it.

If you are content to go out after profit alone you will find you will have the underwear on your hands with the profit all eaten up, but if you look to your customers' interest as well as your own, no amount of opposition will affect you.

"Imperial Brand" high grade is the result of years of specializing on men's underwear. It is the result of our aim of unparalleled service and values that defy competition. Let us submit samples of men's natural wool, elastic knit and high-grade Imperial for your Fall trade. Men's double thread Balbriggan underwear for your Summer business.

KINGSTON HOSIERY COMPANY
Established 1880
Kingston, Ontario

Take The Dealer Into Your Confidence

approach him, post him about your plans and your merchandise through his trade paper before you advertise to his customers. He will appreciate this action on your part and you will get his co-operation. Don't try to force him. Get his good will and you will have a selling power behind your product that you will never get by any other means.

Remember

that many of his customers knew him even before they knew you, and they will most likely take his word as to the quality and superiority of merchandise offered. In a word, get the dealer on your sales force.

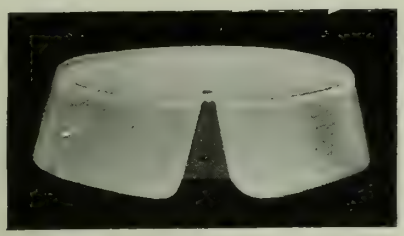
Merchants and Buyers

get the habit of reading the advertisements each issue. They contain valuable information about goods you should know about.

Clerks

get familiar with the selling points of the goods you have in stock. Many good selling arguments are found in the advertisements in the "Review" each issue.

S. D. COLLARS



Add Style to Service and Multiply by Comfort

The result will be the famous S. D. waterproof real linen collars. In other words S. D. Collars give entire satisfaction to both the wearer and the merchant who sells them. They eliminate wholly the cost of laundering because being waterproof they are cleaned easily with soap, water and sponge. No breakage, no odor, three qualities.

Linolo at $2.00 List
Lima " 1.50 "
Peerless " 1.25 "

Made in linen, gloss and dull finish. Sizes, 12-18.

Write for catalog and discounts to-day.

The Smith-D'Entremont Co., Limited
1475-77 Queen Street West - - Toronto

Dr. Neff's

—the underwear you have been hearing about

SOFT, yet firm, close fitting, yet as comfortable as though it grew there—that's Dr. Neff's famous Underwear.

You no doubt have heard of this widely known brand of sanitary, health-promoting underwear—nothing to equal it in the underwear world. Made in two-piece and union suits. Send for samples today and plan on your next Fall's business.

THOMAS WATERHOUSE & CO., Limited
Ingersoll, Ont.

Messrs. Mosey & Urquhart, Toronto, agents for Ontario; John W. Peck & Co., Winnipeg for Manitoba, Saskatchewan and Alberta, John W. Peck & Co., Vancouver for British Columbia and the Yukon.

(Made in France)

Guaranteed for one year.

S. E. Porter & Co.

Sole Agents for Canada.

Complete Stock on Hand

at

"Birks Building,"
MONTREAL

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates

No. 265C complete with card holder $13.50
No. 265 Without card holder Price, each $12.50

NO. 265 C. Revolving Mantle Rack

The most practical rack ever manufactured for Cloak, Suit or Skirt Departments.

Keep your stock in full view of your customers if you wish to sell your goods, if not shut them up in cabinets.

Most of the big stores and hundreds of small stores are using our revolving racks and would not think of changing.

Write for our catalogue

Clatworthy & Son, Limited
161 King St. W., TORONTO

The Importance of Prompt Collections

Dealer in railroad town recites the steps he took to protect himself from "dead beats"—Kept book debts down to the minimum—An amusing incident.

THE making of collections is a very broad question and so many factors have a direct bearing on it, that every man has to solve the question for himself. Many good pointers have been developed during this discussion that will materially assist dealers in handling this problem. I am not writing to give advice, but want to tell how I solved this problem when I started in business for myself some years ago.

About five years ago, I purchased a business in a "railroad town" of about 7,000 population. Now, any dealer who is doing business in a "railroad town" will know what I mean by that term, but to the uninitiated I will explain. It is a division point on a railroad where a large number of their employees reside. These men are paid regularly once a month and use this fact as a lever to get credit from the local dealers. Very few of them pay cash. Why this should be, was always a mystery to me, as they invariably draw good-sized salaries; but it is a case of "easy come, easy go," with the dealer very frequently getting the "go by."

The business I had just purchased was a credit business and immediately I had my problem, "Cash or Credit," to solve. Knowing the troubles of other merchants in this regard and the many failures of business men in this place, I naturally favored a strictly cash business. But on my predecessor's books were a large list of credit customers that I would surely lose if I adopted the cash system. After much thought and deliberation I adopted the following plan.

To all outward appearances I would run a cash store and endeavor to work the credit customers gradually into paying cash. I went over my predecessor's books and picked out the customers who had paid regularly, in full, each month for two years. All these, which numbered about 35 out of over 200 accounts on the books were given credit. All others were firmly refused. Knowing of the army of chronic "dead beats" in this town, I made a resolution to the effect that "No new account would be opened for three months." With these plans and resolutions the doors were opened for business, and my troubles began. I really believe that every "dead beat" in town came to deal with me. Credit was firmly but resolutely denied and the reason given that the customer was not known and anyway I had all the customers I cared to handle. In this way I kept them coming and paying cash with the idea that perhaps they would get a chance at me later on. I must say that this plan of not opening any new accounts saved me hundreds of dollars. Those 35 accounts I had culled from my predecessor's customers were ideal ones, being paid up in full regularly each month. I never lost a penny with these.

Added New Accounts.

At the beginning of the fourth month I added about ten new accounts. These were the very pick of my cash customers and their standing had been carefully looked up and found to be excellent. Soon as the public got the impression that it was hard work to get credit from me and that you had to go through a lot of questioning, my store developed into a kind of "credit aristocracy" store and I had the pick of all the accounts worth while in that town. My trade doubled in six months and 60 per cent. of my business was cash trade which speaks well for my system.

Losses Were Small.

When I sold out my business I only had accounts totalling $997, although I had a monthly turnover of about $3,500. I sold out in March, collecting all but $74 within 18 days and within two months had it all but $20 which amount was divided in small amounts that I could have easily collected but as the owners needed the money more than I did, I wrote them off the books. This proves the quality of my accounts and the efficacy of my plan of handling this problem.

Next door to me was a lumber merchant who had the reputation of being the best collector in town. His method was simply calling in person for his money the day and hour it was due. He never missed the day and never called the day before or the day after. He was always on the job the minute the money was due and by being there, got it.

Bookkeeping Systems.

I received my training in a general store in the country. It was a large store and had about 600 active accounts. The collection of these accounts was a serious problem. I remember when they used the old form of bookkeeping; Day Book, Journal and Ledger. Every month the accounts had to be written out again, taking one man about all his time making these out. To get any particular account you had to put a request for it about a week ahead. At this time the accounts would total from $6,000 to $7,000. Shortly after I became identified with this store they changed over to the loose-leaf system. It was a great surprise to see the speed with which those accounts were gotten out at the end of the month. All the bookkeeper had to do was to add up the sheet and tear it out. He always had the accounts ready by the evening of the second day. The result was the reduction of the outstanding accounts from $6,000

or $7,000 to $3,000 or $3,500, simply by having the accounts ready when the people had the money to pay them.

An Amusing Instance.

I recall one amusing instance that shows the attitude of the old-time farmer. During the depression of 1907 we were sorely in need of ready cash so myself and another clerk were sent out to make collections. On my list was a farmer named John White who had owed us $25 for over a year. Although we had pushed him hard for it, we had not been able to get payment from him. I told Mr. White what I wanted, but he said he couldn't pay just then. I used every argument and persuasion to get him to loosen up, but in vain. At last, in desperation, I told him our position and said that unless we got the money from him we would have to borrow from the banks paying them 8 per cent. Say! it was funny to see that old codger's ears prick up at the mention of that 8 per cent. I saw my opening and laid low for his next move. "Would you like to borrow some money at 8 per cent." he cautiously inquired. "Would we, well I just guess we would and would even pay 9 per cent. to get $200 this afternoon," I eagerly replied. "Well, if you will pay that interest I will lend you $200." And he went away to get the money. Think of that! The old fox had the money in the house and wouldn't pay up, but his greed was his undoing. He returned with a roll of bills that would choke a cow. He peeled off twenty ten dollar bills and must have had at least thirty more. I wrote out a receipt for "One Hundred and Twenty-five" dollars and handed back $68, keeping $7 out, for interest on our account for one year. Was that farmer mad! Well, he fumed and foamed, hummed and hawed, was going to thrash me, but I stuck to my guns, berating him for his deception, and came home with the money.

The trouble with the retailers is that they do not give their accounts individual scrutiny as is done in a wholesale house. If each account was passed upon individually the retailer would suffer less from "Bad Debts."

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

ANNUAL MEETING OF PENMAN'S, LTD.

The seventh annual meeting of Penman's Limited, was held on Mar. 3, in Montreal. The meeting was presided over by D. Morrice and directors were re-elected as follows: D. Morrice, president; C. B. Gordon, vice-president; E. B. Greenshields, V. V. E. Mitchell, R. B. Morrice, J. B. Black, J. R. Gordon, H. B. McDougall, directors, R. Thomson, a former director retired from the board and there was no election to fill the vacancy.

The feature of the annual statement was that the earnings of the company for 1912 were 10.35 per cent., as compared with 7.61 per cent. in 1911. After making the usual provision for bond interest, bad debts written off, and old machinery scrapped, net profits for the year amounted to $287,216.11, compared with $228,288 in 1911.

ANNUAL MEETING OF MONTREAL COTTONS, LTD.

The annual meeting of the Montreal Cottons, Limited, was held in Montreal, Feb. 26, when a very satisfactory statement of the years business was presented. The report stated that in spite of the high price of raw materials, keen European competition and a further curtailment of hours of labor due to provincial legislation, the business of the company in 1912 was excellent and present indications point to a continuance of prosperous times in the cotton industry. The sales of the company in 1912 were $180,000 in excess of those during the previous year. The manufacturing profits were $382,933 as against $291,277 in 1911. A surplus of $2,031,728 was shown.

The retiring directors were re-elected as follows: S. H. Ewing, C. B. Gordon, H. S. Holt, W. C. Finley, F. W. Molson, F. Orr Lewis, Hon. R. Dandurand, J. P. Black and A. H. Gault. S. H. Ewing was re-elected president, C. B. Gordon, vice-president and J. Lowe, jr., secretary-treasurer and general manager.

CHARLES KURZEMAN ENTERTAINS PARISIAN COUTURIERS.

Charles Kurzeman, of Kurzeman's 5th Avenue, New York, before setting sail from France, entertained a number of the members of the newly formed Paris Dressmakers' Association at the Ritz at dinner. The dinner was given to celebrate the conclusion of the negotiations between the Parisian dressmakers and their New York customers relative to the shipping of Paris models direct so as to prevent improper copying.

Among the guests present were Mesdames Paquin and Jeanne Lauvin, M. Doeullet, President of the Association, Jacques Worth, Vice-President, Paul Poiret, M. Redfern, and Jean Worth.

IMPORTANT BUSINESS CHANGES.

A change of ownership in the Standard Hair Co., of Montreal, is announced. Heretofore the Canadian business was conducted as a branch of the New York company, of the same name, which in turn was controlled by an English firm. The business has now been taken over by E. Biefer and A. Strub, formerly managers of the old company's Canadian branch.

In taking over the business they will retain their buying relations with the English company and the supply of raw materials will be secured from the same sources as in the past. Both the new owners are young and energetic and are well-known to the Canadian trade. They are desirous of meriting the continued confidence of the trade and buyers may rest assured that their orders will receive the same careful attention as in the past.

Although the new owners only assumed the direction of the company on their own account about a month ago there has already been a marked increase in sales and the outlook is particularly bright. At the present time they are supplying the trade

through the leading wholesale houses of the Dominion and by studying closely the trend of fashion they are usually the first in the field with new designs and styles of attractive hair goods. Several new designs for spring are now ready and in the hands of wholesalers throughout the Dominion.

D. J. A. SHIRTINGS.

In the textile world there are few firms more widely known then Messrs. David and John Anderson, Limited, of the Atlantic Mills, Bridgeton, Glasgow. Theirs is a name familiar to buyers of high-class shirtings the world over, and their "D. J. A." trade mark is regarded as the token of highest quality to the shirting trade. The firm dates back to 1822, and for certainly 60 years the firm have had an almost world-wide reputation as manufacturers of shirtings to meet the requirements of the best class trade. The "D. J. A." cotton shirtings are shown in an enormous range. This is a necessity in the best class trade where buyers look to secure exclusive styles. The cloths are the finest made, and the dye is the best that art and science can produce. The quality is uniform— the highest possible. These remarks are equally true of their all-wool taffeta shirtings, and the great variety of weaves which they show in cheviots, fancy mattes and ceylons.

MONTREAL TRADE NOTES.

Gus. Harries, recently resigned his position in the sales force of Greenshields, Limited, Montreal, to join his brother, A. Harries, in the Canada Paper Box Co. Mr. Harries had been with the firm 33 years. The directors of Greenshields, Limited, presented to Mr. Harries, a silver vase suitably inscribed and his fellow employees made him a presentation of a cabinet of silverware.

J. A. Richard, President of Fashion-Craft Manufacturers, Limited, Montreal, clothing manufacturers, gave a banquet to the officers and visiting agents of the company a few weeks ago in the St. Regis Hotel. Mr. Richard announced, during the evening, that plans had been completed for the erection of a new factory to cope with their growing business. Addresses were also made by Eugene Richard, manager of the company; P. Belanger, Toronto; R. Weir, promotion manager; Mr. Jacques, designer; J. H. Dube, Max Beauvais, H. Irving, H. Austin, European buyer; S. Munro, secretary-treasurer, and Dr. Boulet.

IN NEW FACTORY

Frank W. Robinson, Ltd., are now installed in their new factory at the corner of Bathurst and Wellington Streets, Toronto. They occupy the entire 3rd floor. Several new Shaker and flat-bed knitting machines have been added. Offices, sample rooms and a large airy workroom are equipped with modern facilities both for manufacturing and showing a growing line of sweaters and knitted novelties. The firm intend to develop their range to include women's and childrens "tailored-knit" garments. This year's output is being largely increased.

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IT WILL PAY BUYERS

to purchase their wants from manufacturers and wholesalers advertising in the "Review." They represent the good houses in their particular line.

Progressive manufacturers usually have the best values. Progressive manufacturers advertise.

KEEP OUT!

"KEEP OUT!" used to hang as a sign on every factory door. The old idea of secrecy in business made it seem a crime to show outsiders processes, materials, and methods of manufacture.

Now the white light of publicity is being let in by those who depend on public favor for business profits and business growth. The "Keep out" sign is disappearing from the factory doors and the "welcome" sign is taking its place.

Candor and honesty form the backbone of modern Advertising. Men tell the truth, and it pays. Modern selling relies more and more on the confidence and good will of the buyer.

To-day, eyes are too sharp and intelligences too keen to make deceit possible. Absolute frankness in Advertising is the straight road to confidence. The public demands the light; it abominates and fears darkness.

To-day, many canning factories, packing houses, bakeshops and public kitchens welcome visitors, concealing nothing.

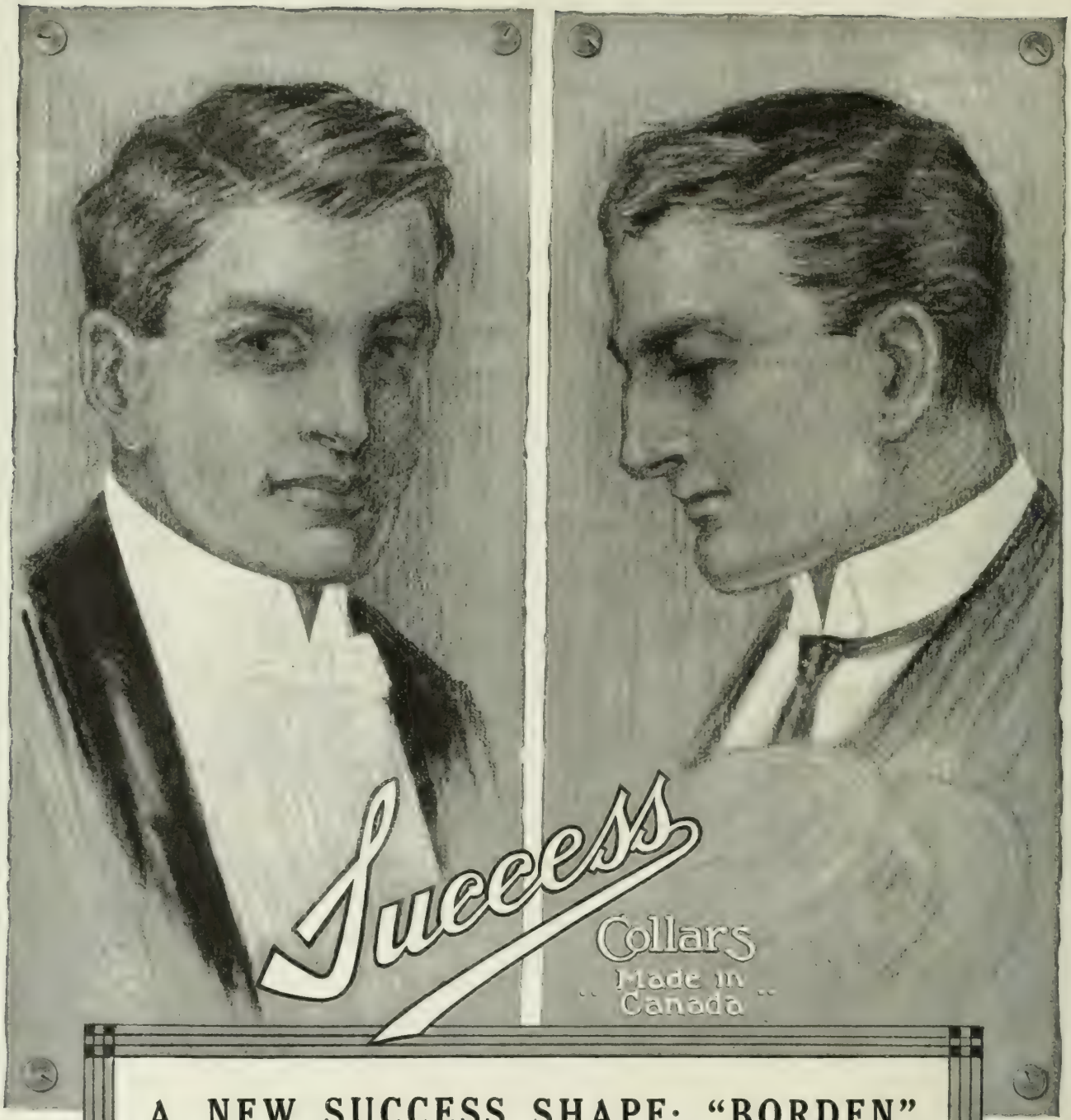
To-day, many public service companies use the publications to tell the truth about themselves.

To-day many big industrial enterprises are open without hindrance to the inspection of an interested public.

To-morrow, many more companies, depending for their success and prosperity on public confidence, will lift the curtains that veil their board and work-rooms—they, too, will come to printing candid advertisements.

The public may overlook, but does not forgive, a lie or an abuse of its confidence. The public regards with suspicion those who attempt to serve it in secrecy and silence. The public is repelled by juggled facts or befogging words. The public rewards with its favor and money those who tell the truth. It walks and shops where the light shines and where the paths are straight.

Throw on the light!

Advice regarding your advertising problem is available through any recognized Canadian advertising agency or the Secretary of the Canadian Press Association, Room 503 Lumsden Bldg., Toronto. Enquiry involves no obligation on your part—so write, if interested.

A NEW SUCCESS SHAPE: "BORDEN"

THIS is the latest addition to the Success range—a very smart, clean-cut shape with small "wing."

The "BORDEN" is essentially correct for formal wear—but is also a special favorite for general wear—a thoroughly comfortable collar. Made only in 2¼ in. height. Keep your collar department right up-to-date: **Ask your wholesaler for "BORDEN."**

The Canadian Converters' Co. Limited
Montreal

MEN'S WEAR REVIEW.

Suggestive and well arranged showcase of novelty shirts, ties and collars. Courtesy of Hickey & Pascoe, by E. K. Dallimore.

APRIL : : 1913

THE MACLEAN PUBLISHING COMPANY LIMITED

PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO

SUBSCRIPTION PRICE $1.00 A YEAR

An army of Canadian Boys are wearing Sanford Juvenile Clothes. That army is steadily increasing and there are no deserters.

W. E. SANFORD MANUFACTURING CO.
HAMILTON - CANADA

SHAPE RETAINING
Sanford
JUVENILE CLOTHES

Does "bargain" advertising preclude "quality" business?

When a store maintains a continuous policy of advertising bargains, does the "quality" trade gradually go elsewhere?

What is the result of advertising bargains on the business done in the best quality lines and with people who are looking for quality only?

Is there enough quality business in the average town to make any difference?

For the best practical replies to these questions The Review will pay from $2 to $5 each.

All replies must be in by May 15th. Address Editor Dry Goods Review, 143 University Avenue, Toronto.

One of the reasons why Harvey Hall, of Toronto, is building up a large business —A complete description of his new store—Ready to wear department on second floor.

HARVEY C. HALL conducts an exclusive "Fashion Shop" at Nos. 257-259 Yonge street, which is unique in several departures from the usual haberdashery. This shop is patterned on the most approved ideas, which have been successful in U. S. and Canadian cities. Both high-class and medium trade are catered to along modern principles which leave nothing to be desired in service.

The situation of the store is a favorable one. It is in a growing locality, which might be called the new men's wear district, and which has grown during the past two years. The trend of trade, north on Yonge street and to the outlying sections of a growing city has resulted in numerous exclusive or high-class establishments. This store is one of the most prominent close to the large retail centre. A trade which appreciates specialized selection is catered to.

The policy of the firm is to buy and sell for cash. They depend on quick turnover and a thorough knowledge of the different lines, trend of style and value. The requirements of careful dressers is closely studied. Quantity buying, in which style is sacrificed for value, is not done to create business. The firm are able to buy style and value because of the splendid connections and the immense turnover which are possible in a business operated on a practical cash basis.

In the men's wear department on the first floor, stock is laid out to give the best salesmanship service in the quickest time. Unit cases and neat wall fixtures in natural oak finish provide lots of space for each line. The south of the store is devoted to shirts and underwear. This stock is kept in duplicate in box units and according to size. If a size is sold out forward assortments are replenished at once from the reserve in upper fixtures. The north side is devoted to collars, gloves, handkerchie f s and selections of kindred accessories. Each line is of departmental importance and shown as individual counters, except when the lines group to facilitate display.

CLOTHING ON SECOND FLOOR.

The arrangement of stock specializes clothing on the second floor. This section is reached by a wide stairway from the centre of the main store. Many of the most aggressive shops and departmental stores are finding this an ideal location. The firm are among the first, who have ventured the change in Toronto.

In speaking about the success of the departure Mr. Hall says:—"Results here fully demonstrate that the move is appreciated, as we expected. We had the courage and the practical assurance of success. This was based on experience in other large cities. It takes "nerve" to make these changes and we were satisfied to wait until our clients became conversant with the improvement of our sales system. Of course, we know that our personally selected stocks of clothing must be depended on to merit the trade as we continue to grow."

The advantages of second floor wardrobes are apparent. Customers, who may be intending to buy or who are interested enough to go upstairs, take more time. Their attention is not diverted by other peoples' ideas or passing events outside. Semi-private surroundings help the salesman to maintain the interest in stock selections. From the viewpoint of introductory or constructive salesmanship, the sale is

simply a matter of a satisfied buyer. The novelty which appeals to the purchaser rests in the stock itself and the completion of the sale in the ability of the salesman. These conditions are true in selling clothing anywhere. There is the advantage that, if a customer goes upstairs, chances of making a sale are improved.

One of the main reasons for the change is the growing number of departments and their size. Overhead expenses in the high rent districts is a factor.

Stock on this floor is arranged in unit cabinets and on combination hangers. Each garment is kept according to size, color and price. Unit tables are used for display and the equipment includes modern fixtures for fitting, alterations or completing the necessary tailoring. An expert staff has charge of this branch of the work. The showroom is not large, but room is provided for 500 suits. Assortments carried are kept sufficiently large to meet the demand at all times and permit of clean turnover as good business foresight.

Reid W. Pepper has charge of the display department. The value of the windows as a sales medium is fully recognized. Trims are not decorative units, but a clever grouping of smart units, in which the space is utilized to show the "class" and range of goods carried. Every inch of display space is used in the interior. Goods are tastily arranged on counters, tables, in cases and on ledges to effect quick sales. Good style dictates the grouping. The selections chosen and the classiness in display show that the staff are conversant with the style trend and demands of departments. Windows and cases are continually being changed and kept "up to date" to reflect the latest for careful dressers.

Harvey J. Hall has a wide experience in men's furnishings. His connection with several of the leading stores in U.S. and large Canadian cities covers every branch of the business. He has studied the men's wear trade, as buyer, manager and display man, both in the East and West. The benefit of this experience and of the approved modern systems is intended to perfect a well-conducted and progressive establishment.

Case display of shirts, neckwear and men's wear accessories arranged by Reid W. Pepper, with Harvey C. Hall Fashion Shop.

Men's Wear Store Run on Aggressive Lines

A description of the store and the methods of S. A. Horwitt, Montreal—Advertising is carried out on distinctive lines—High class stock carried.

EARLY in October last year announcements appeared in the Montreal daily papers and in the show windows of Picard & Picard, that their entire stock of men's furnishings would be sold at a big reduction in order to make room for new goods. These announcements were signed by S. A. Horwitt, and at first did not seem to make much impression among the men who would ordinarily be on the lookout for bargains, for it was generally accepted that the man of moderate means could not afford to indulge in the class of goods that were usually on show in the windows.

The original proprietors used the appellation "Haberdashers de Luxe" and many people got the idea that the prices as well as the haberdashery were "de Luxe." Probably for this reason the sale did not at once catch on but announcements and window displays in which prices were quoted soon dissipated this idea and there were many days during the sale, especially the weeks preceding the holidays, when the doors had to be closed for periods of time to allow clerks to straighten up the stock and prepare for the rush. The sale was a huge success and lasted until February 1st. By that time the men of the financial district (for the store is situated in the heart of "Montreal's Wall Street," in Freeman's Hotel, St. James Street, fairly surrounded by banks and trust companies, etc.) had come to know the store in a different light.

This clearance sale idea was probably the most effective way of launching the new enterprise as it served to introduce the store to many young men who had hitherto viewed it as a place where goods were mighty attractive but were for the most part beyond their means.

It was this very attitude that Mr. Horwitt set out to overcome and he has certainly succeeded. The new proprietor came to Montreal brimful of bright ideas evolved from his experience in New York haberdashery circles and he is proceeding to put them into execution. He is going after the high class trade but with the avowed intention of charging a fair profit and having a quick turnover.

"When I took over the Picard & Picard stock in October," said Mr. Horwitt, "I decided to run a reorganization sale and give the men of Montreal real bargains. This sale ended February 1st and during the life of it I sacrificed every bit of merchandise in the store to make way for new lines which are now ready and on display.

"I do not believe in sales, as a general practice, but will run them twice a year in order to clear the shelves for the incoming merchandise.

"I do not believe in a large profit because that means an accumulation of stock. I would much rather sell at a small margin, so as to turn my stock over several times a year."

In answer to a query as to what he considered a fair margin of profit Mr. Horwitt replied "33 1-3 per cent."

Mr. Horwitt has a factory in connection with his store, located in the Freeman Building, and will manufacture some exclusive lines. He intends featuring neckwear and announces that he will make and sell a scarf for 50c that will be the same value as those sold in the United States at that price.

S. A. HORWITT
HABERDASHERS DE LUXE
Advertisement of
SY. A. HORWITT
A New Shirt
$1.25
3 for $3.50
In both pleated and negligee.
The smartest looking and best value ever shown.
I buy back any article that does not prove satisfactory.
190 ST JAMES ST. - Freeman's Hotel

This neat panel is always used in the advertisements of S. Horwitt.

He also has a custom shirt department which is under the supervision of an expert who has had 25 year's experience in shirt making for one of the leading houses in New York.

He has also added two new lines, ready-to-wear clothing and hats. "My clothing is as near custom-made as ready-to-wear clothing can possibly be. I am appealing to the young man who wants a snappy, good-fitting garment, without the price penalty of

An original unit which was shown recently in the store window of S. A. Horwitt. A picture of Mr. Horwitt is shown to the right.

the custom tailor. Before I had those suits on display," he added, "I sold fifteen simply by introduction."

HAS MADE CHANGES IN STORE.

Since taking charge of the business Mr. Horwitt has made extensive changes to the interior of the store. In order to make more room on the main floor he had a broad balcony built at the rear, thus providing room for the office and extra space for reserve stock.

The store is fitted with the most modern and attractive fixtures that could be secured. The entire fittings, consisting of wall cases, floor showcases and tables, are finished complete in Circassian Walnut, while the walls and lighting fixtures are in an antique shade of dark green. Large oval plate mirrors are fitted in the supporting columns and between the wall cases, while the drawers of various sizes with which the wall cases are fitted have cut-glass knobs. The whole appearance of the store breathes an air of refinement and elegance.

There is one large show window which is divided into sections for attractive trims and the entrance is at the left. Access may also be had to the store, direct from the lobby of Freeman's Hotel, through art glass doors at the rear.

SPECIAL BORDER FOR ADS.

Mr. Horwitt's advertising is in keeping with the appointments of the store. A special border design encloses all the newspaper announcements and the offerings are always attractive. Each advertisement has a special message and its appeal is usually effective. Every advertisement carries this message —"I will buy back any article that is not entirely satisfactory." This money-back guarantee is not often taken advantage of but it inspires confidence in the store. The advertisement usually deals with one or two lines and delivers a definite message concerning them. The lines advertised in the papers are featured in the window displays at the same time, thus linking these two important factors together.

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

Waist Lines for Men

THAT men are to have waists this year is the prediction made by a London fashion writer. They will be produced, he says, by fine whale bone ribs and padding. London advance dressers, particularly the young and slenderly proportioned men, are taking the idea up eagerly. These close-fitting coats will have no buttons but will be kept in place by setting tight to the waist. Buttonholes with light silken loops will be provided, however, to keep the coat closed should a wind arise. As a natural complement, trousers will be pegtoppish and the cuff will be favored. The style will do for extreme dressers only. One cannot imagine a middle-aged man of pronounced embonpoint wearing a coat which fitted him like a glove from shoulders to hips and which had nothing to keep it in place but its adhesive qualities.

* * *

Bathing Suits Sell Slowly

AMERICAN manufacturers report that they are finding a shrinkage in the sale of bathing suits. Last year the volume of business done was not heavy, climatic conditions probably having something to do with this. At the end of the season a number of manufacturers announced their intention of going out of bathing suits entirely as the margin of profit was not large enough to make it worth their while to continue. It was felt that this season the manufacturers left in the field would find a largely increased demand, partly as a result of the slackness last year and partly as a result of the shrinkage in the competition. This has not proven to be the case, however. In Canada the demand is reported to be quite satisfactory.

New Cut of Dress Suits

PERHAPS the most important development in the cut of dress suits in the fashionable centres is the additional width given the trousers. They are being cut quite full and only one strip of silk braid is now favored instead of two as during last season. In the matter of waistcoat, there has been little change. The V shape is still favored, perhaps the only change being that the points are not cut as long. Four buttons are used. Coats are cut to fit very closely. In fact, they fit in so snugly at the waist that they almost give a suspicion of corsets. The general effect of the new lines is excellent, neatness being a predominating characteristic.

* * *

The Belted Overcoat

AN English style authority, writing in the London Opinion predicts that belted coats are going out of style. He states: "I am inclined to think that after this winter we shall not see the belted overcoat again for some considerable time. In any case, an overcoat made in that style would not be the right kind of overcoat to have in the spring." The belted overcoat shows signs of unabated popularity still in Canada.

* * *

The Vogue of the Paletot

THE March issue of the Sartorial Gazette, London, says: "This garment is, undoubtedly, coming to the front, because it affords a welcome change from the loose coats which have so long held sway. Made up in light raincoatings and well fitted to the figure, it certainly looks extremely smart, and is a concession to the tastes of those who

consider the frock overcoat a bit too formal. The fronts are double-breasted, fastening three buttons. The waist seam extends all round the figure, and the coat hangs to two or three inches below the knee. The back skirts are cut wide enough to almost cover, and there are pleats in continuation of the side seam, from the waist downward. The pockets should be a little bit on the slant downward towards the back, and covered with flaps."

* * *

Uncertainty as to Hats

THE Fall hat question is causing some uncertainty. There is nothing definite yet to indicate which styles will meet with the biggest measure of popular approval. Reports from American centres indicate that the same uncertainty is being felt there, due largely to the diversity of styles on the market. Many different varieties of felt hats are being offered. Colors have come very markedly to the front. If men keep on, they will have to cease all raillery at millinery styles, for masculine hats bid fair to outrival female creations. In New York they are wearing all variety of shades although marine colors are most prominent. An added feminine note is found in London where men are actually wearing features in their hats. We almost used the term "oigrette." For the Canadian trade, there is little probability of extremist styles coming forward prominently, but the influence will undoubtedly be felt. In stiff hats, the Fall trend will be toward higher crowns and narrower brims, although the extreme shapes worn during the past two years will still be seen to a great extent.

Color in Male Attire

THERE is no getting away from the fact that color is creeping into male attire. Not only are the neckwear styles this year distinguishedly unusual brilliance of coloring, but a tendency toward bright combinations is found in cloths and fabrics. In the matter of accessories, the color idea is "coming strong." Hats are getting away from blacks and greys. Practically every color can be found in hats nowadays. Greens, of course, have been in for a long time, but now marine shades are becoming the "go." Finally, also the color idea is coming out in colors. In London, fashionably-dressed men are coming out in collars with colored stripes, light blues being the favorite. The new Oxford collar is the shape used most often with the striped effect. Conservative dressers are beginning to wonder where the color craze will strike next. Will it soon be proper to wear red or green tones in shoe leather?

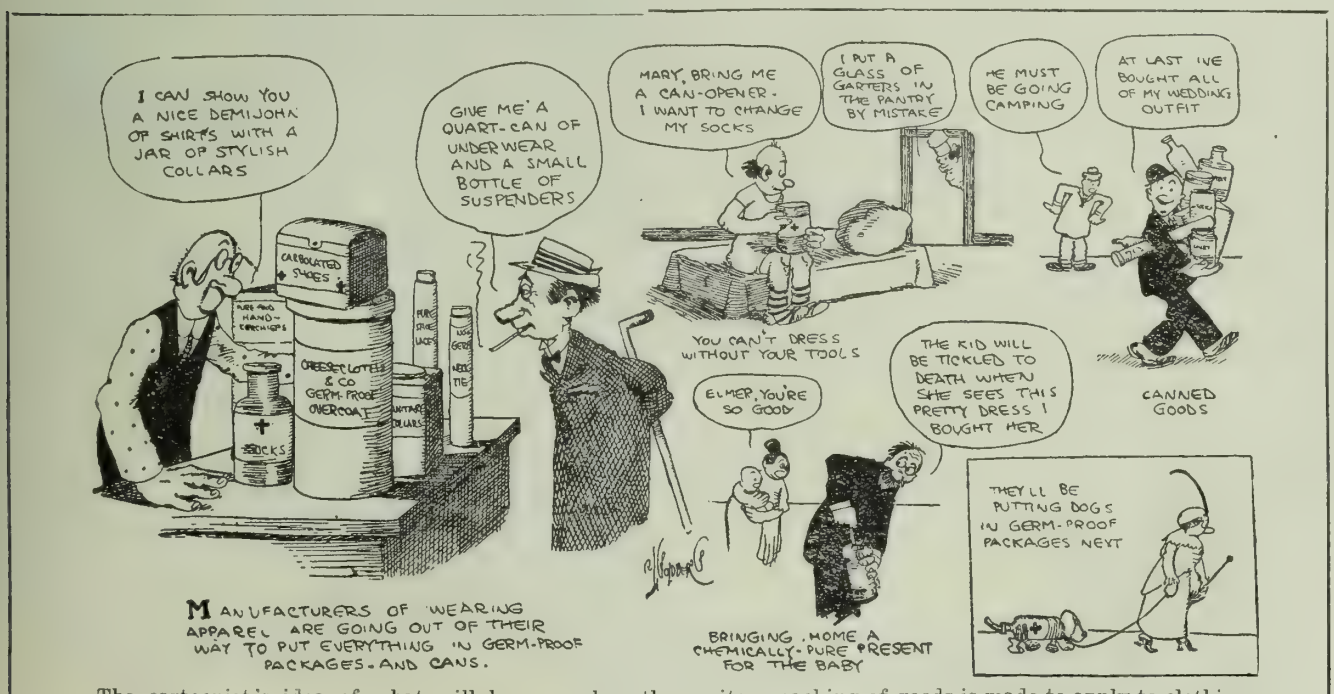
Orangeville.—J. P. Torries, men's furnisher and tailor, has moved into his new store. He is featuring ready-to-wear suits for men and boys.

* * *

Fort William, Ont.—Harry P. Phillips, clothing department manager for Rutledge & Jackson the past nine years, is leaving for Toronto, where he will engage in the real estate business.

* * *

Sherbrooke, Que.—The Canadian Connecticut Cottons Co. have been incorporated with a capitalization of $1,750,000. An extensive plant will be erected here.


I CAN SHOW YOU A NICE DEMIJOHN OF SHIRTS WITH A JAR OF STYLISH COLLARS
GIVE ME A QUART-CAN OF UNDERWEAR AND A SMALL BOTTLE OF SUSPENDERS
MARY, BRING ME A CAN-OPENER - I WANT TO CHANGE MY SOCKS
I PUT A GLASS OF GARTERS IN THE PANTRY BY MISTAKE
HE MUST BE GOING CAMPING
AT LAST I'VE BOUGHT ALL OF MY WEDDING OUTFIT
CARBOLATED SHOES
CORSET-LOTTE & CO GERM-PROOF OVERCOAT
SOCKS
YOU CAN'T DRESS WITHOUT YOUR TOOLS
ELMER, YOU'RE SO GOOD
THE KID WILL BE TICKLED TO DEATH WHEN SHE SEES THIS PRETTY DRESS I BOUGHT HER
CANNED GOODS
THEY'LL BE PUTTING DOGS IN GERM-PROOF PACKAGES NEXT
MANUFACTURERS OF WEARING APPAREL ARE GOING OUT OF THEIR WAY TO PUT EVERYTHING IN GERM-PROOF PACKAGES - AND CANS.
BRINGING HOME A CHEMICALLY-PURE PRESENT FOR THE BABY

The cartoonist's idea of what will happen when the sanitary packing of goods is made to apply to clothing.

Fall Shirt Ranges Present Many Novelties

Selections are broad—English inspiration is now shown in shirts—Silks are now shown in domestic ranges—Novelties are shown in patterns—Cuffs are narrower.

SEVERAL RANGES of Fall shirts are ready and sales have started briskly. The showings are full of novelty and the trade seem disposed to break away from the set styles and patterns of last season. A few of these novelties promise to add both renewed interest and larger profit to retail showings. Selections are broader and the domestic ranges are unusual because of many new features. These tend to style, workmanship and new materials. The trade is assured assortments, which for value and choice are unsurpassed.

Buyers are reported to be satisfied with ranges as far as they have been given an opportunity of looking through sample books, which are complete. They are inclined to buy more than usual in their enthusiasm. There are three reasons for this—additional numbers, trend on some lines and high quality grades in shirts, which comprise several ranges. The outlook is promising and the season should show an increase in turnover and a general development of better goods.

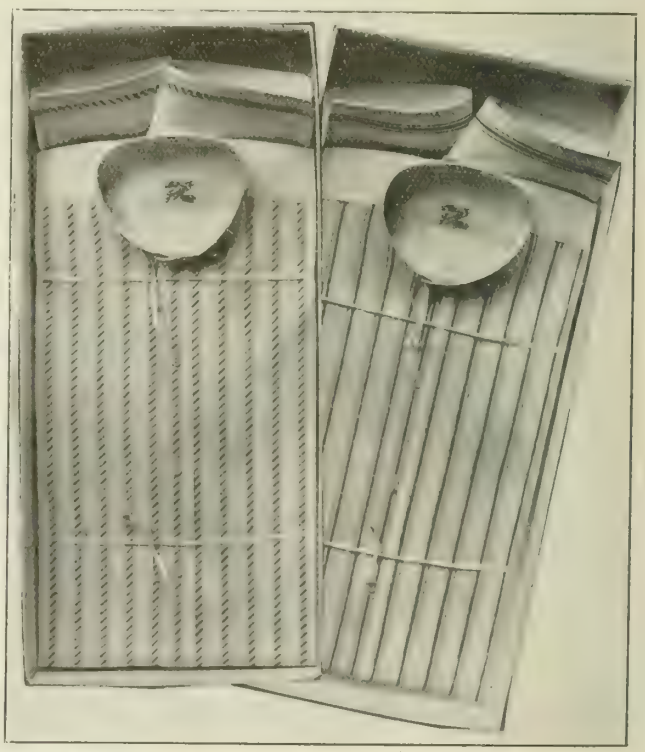
Some merchants complain that they can hardly be expected to buy Fall shirts, when as yet Spring shipments are not received. This seems to be an unfortunate condition which applies to some lines and will likely make the season's buying later. However, on account of unforeseen conditions or policy of one or two manufacturers, a few ranges will not be ready until the middle of May. By this time deliveries are expected to catch up and the Fall season placing progress more favorably.

The English inspiration shown in clothing is now in the lead in shirt styles, materials, patterns, colors and cut all favor the idea. There is, however, a feature of classiness in the touch of style when properly worn. And the style has been developed to meet the demand of the careful dresser, who notes the showings because of their seasonable dictates. Just how long these influences will last is hard to say, but experts are anticipating another season. The contention is that these extremes will prove an important feature for mid-summer and negligee business in the Fall. At the same time the possibility of the style continuing depends on newer style influences, which are not evident yet. Men's furnishers also know that it is a hard matter to get away from the customers demand for staple stripes, materials and effects.

Samples are carried out in every kind of material, which is suitable for shirt manufacture. The clearness of texture is a feature and wearing qualities and colors of the cloths are guaranteed. Books of cambrics, Oxfords, percales, zephyrs, imitation and Ceylon or other import flannels and specially named cloths of this order are growing so as to make a representative order for shirts of larger volume. Silks are now shown in domestic ranges and their manufacture is nearer perfection than ever. Similar ranges are shown in mercerized fabrics in plain or stripe designs in monotone. Crepes are represented in one or two samples in better numbers but for Fall little interest is expected in these cloths. Many of the textiles, which are confined to white, launder or pleat to advantage or are included because of their quality reputation.

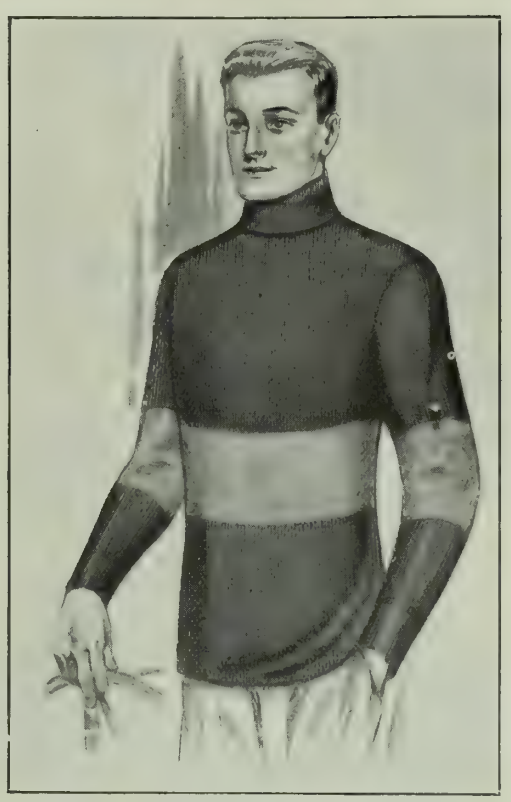
PLEATED STYLES FALLING OFF.

Hard and soft cuff coat styles with single pleat front are selling in all these fabrics. Pleated styles seem to be falling off in demand. The ratio of pleat fronts, in colors, which are expected to sell is shown by the few samples seen. This is a style change rather than competitive result as far as domestic or import ranges are influenced. Proper pleating and appearance were more essential last season and some advantage may have favored different lines. This is a question between merchant and manufacturer, which is decided by the laundry and ultimate satisfaction of the customer. Finish and



Selected samples of exclusive designs in Fall shirts. Courtesy John Forsyth & Co., Berlin.

Men's 53



Men's Jersey

Men's 109

Some Live Numbers From

"Monarch-Knit"

The accompanying cuts give you a fair idea of the distinct style embodied in "MONARCH-KNIT" goods.

M. 53 is one of our lines of full fashioned Shaker Coats.

Men's Jersey is also made on the latest model full fashioned machinery.

M. 109—Made in fancy stitch Norfolk style.

"MONARCH-KNIT" is the Standard for Style, Quality and Workmanship.

The

Monarch Knitting Co., Limited

Head Office - - DUNNVILLE, ONT.

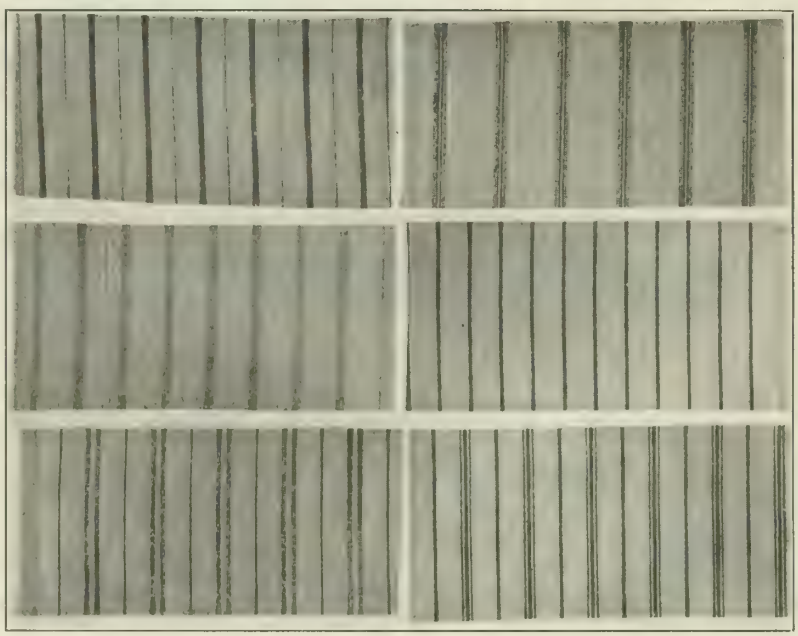
Factories at:

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO

neatness are necessary in any stock of shirts but all round value rather than expert laundering is the factor this season. Wide-awake furnishers are taking advantage of both features.

Ranges are similar on staple lines. An early prediction of proportionate sales in colors says that 50 per cent. negligees or single box pleat fronts in percales, zephyrs and fancies; 25 per cent. pleats in the same cloths; 20 per cent. flannels, taffetas or imitations and 5 per cent. silk is a fair assortment for representative showings. The early call for flannels is verified. For instance, one range has six times as many fancies in these fabrics as were shown a year ago. The most marked change in the ranges is the introduction of several imitation cloths on the flannel order, which the trade will handle profitably.

Preference for patterns is changing. Although buyers are still adhering to the staple stripes, they



Six novel stripes in exclusive flannels and taffetas from the Fall range. Van Allen Co., Hamilton.

show an inclination to include fancies for a change. There is a decided feeling for something different and the trade are trying to introduce neat designs to make their selections distinctive. Furnishers are tired of selling exactly the same designs as their neighbors. The opportunity for a little larger profit and less competitive price-cutting is the motive.

Patterns include many novelties to appeal to this tendency. The application of the pattern is also a hint to these changes. Very few ranges show predicted cross-stripe effects in making up, although the high V waistcoat to be worn favors more striking treatment for the same reason that neckwear is brighter and more conspicuous. The nearest approach to cross stripes is seen in a pleat bosom shirt in which the inset is bias.

The trade is successfully pushing fine embroidered designs, spots or inconspicuous figures woven on zephyrs or mercerized soisettes. Stripe contrasts in the better cloths are so fine as to give one color or subdued effect. Patterns in flannels comprise neat, varying width hairlines on light grounds or ribbon stripes with narrow contrasting stripe. Some of the designs are neatly blended or used to form pleats or to outline cuffs.

Cuffs are narrower with rounded corners. French cuffs are expected to continue as the demand for flannels increases. Both shapes will sell in cotton fabrics. Each merchant has to decide the ratio according to his locality and clientele catered to. The attention which is being given to both width and detail of finish of cuffs is suggested by the success of high-class import shirts. At the present time cuffs are the most prominent part of the shirt. Besides, the long wearing feature of double or reversible cuffs and the general comfort of the French cuff, have resulted in narrower cuffs on all lines. Widths from 2¼ to 2½ inches, in which appearance is vastly improved over the old style wide cuff, are now usual.

Colors show a continuation of the mid-summer shades, in subdued or contrasting tones, into the Fall range. Black, blue, tan, gold, mauve and a few greens on white grounds and blue and blue are the leading contrasting colors. Soft blues, grays and tans, mostly in self shades or white, black or blue on the first colors are seen in several of the heavier fabrics. In these small contrasts in the combined shades from patterns which appear not unlike flannels or taffetas in effect. Flannels are selling best in grays in three shades, light, medium, and

(Continued on page 68.)

Two "Blue Ribbon" Numbers

For Your Men's Department

SMART dressers among your men customers will appreciate the natty styles embodied in our Fall and Winter range of Knit coats—will appreciate the clearly defined character of the Beaver Brand numbers.

While the range is unusually large, it is not filled up with lines that are not intended to sell. Every number is a real sales-producer—a real live winner. There are no dead heads in the Beaver Brand range—you are safe in selecting any or all of the range for your Fall 1913 business. The complete range is now in the hands of our representatives.

BEAVER BRAND

THE Norfolk jacket is springing into popularity very rapidly this year and will have very ready sale throughout the Fall and Winter months. Both of these lines are made of the highest quality Botany yarn and come in the most desirable shades.

Place your Fall and Winter 1913-14 order now and make sure of early delivery.

The Beaver Brand range is most interesting in style exclusiveness and novelty. Look over our full range of samples at your earliest convenience.

R. M. BALLANTYNE, LTD.

Manufacturers of Beaver Brand Knit Goods

STRATFORD, : : : : ONTARIO

Distinctive Styles are Shown in Neckwear

Canada style trend is distinct in itself, and is not absolutely governed by New York styles—Furnishers are demanding styles which are exclusive for their own trade.

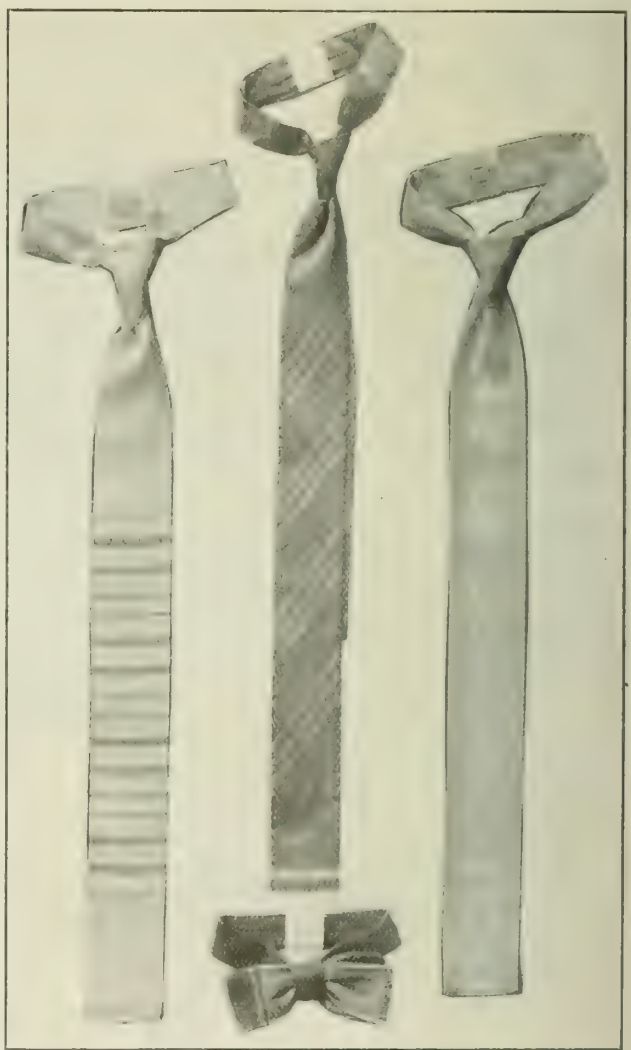
MID SEASON styles in men's neckwear are distinctive. The trade is demanding the leading novelties, which are typical of the trend here. This is a created trend, which means profits to the merchant, who anticipates it. There are several examples this season of these money-making novelties. There is a demand which is confined by this trade. Leading neckwear houses are being taxed to meet the repeat business on selling numbers

The claim that styles of domestic and foreign novelties are preceded by the trend in larger cities is losing its force. Furnishers are demanding styles which are exclusively for their own trade. Their wants are filled by novelties, which are representative of the ranges of the exclusive houses with which these merchants are in closest touch. Although there is similarity between the ranges here and elsewhere, the high novelty styles which take in this market are not always introduced, because they are selling in New York. Of course the general style trend is traceable to these centres. There is no indication, however, that leading numbers which have had a run there are to be followed by a similar furore here.

Values which sell here and the novelties which come to the front are designed for domestic trade. This year the ranges for Spring and Easter selling created the demand for the novelties requested now. Selling numbers, which are scarce goods at the present time, are the evolution of his exclusiveness rather than foresight in offering the original samples. The trend was forecast more by the general effect of all the ranges than any individual set. It is seen that the present shortage is not the result of unforeseen demand, but of exceptional sales on natty numbers. Therefore, this novelty demand is characteristic and not the result of anticipating any style trend from advanced showings or similar demand elsewhere.

The scope of this years's ranges reached a standard, which for high-class neckwear has not been previously attained. A feature of this season's showings is seen in styles which originate in the mid-season demand in the home market. The result of close touch with the field is seen in the numerous novelties which have made a hit. Later novelties, showing the Eastern, Bulgarian and Oriental, are the best selling designs of the ranges. The demand for wash foulards, chundas or crepes for mid-season is met with a scarcity of correct colorings. The sold up market and the apparent opportunity for continued demand is certainly the result of style trend through the successful sale of novelties presented in the leading ranges. It is not because these materials and designs were shown or anticipated by advance styles in other cities.

The novelties as they are known represent the pick of the ranges at large. Easter samples included, as well, shapes, styles, colorings and patterns which were held to be extreme. Brighter colors and



Midseason novelties: 1-3, Cross bar and fancy panel wash ties. 2, Bordered novelty silk in natty design and color combinations. 4, Knitted batwing with border ends. Courtesy A. T. Reid Co., Toronto.

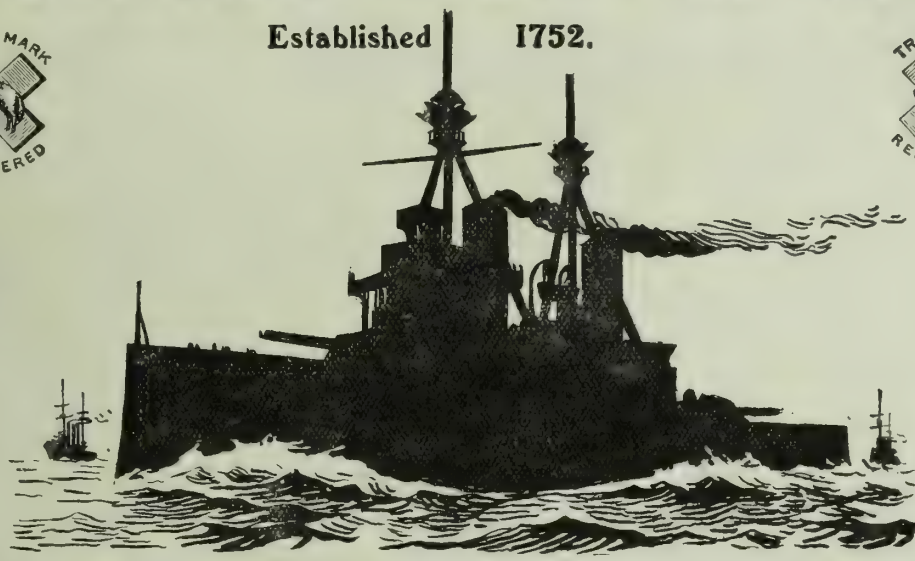
their reception can easily be verified by any men's furnisher. Larger shapes are being taken as leaders. The same may be said of values retailing at 50c or $1. Following quickly on the vogue comes an advance range of select wash ties, foulards, bordered silks in the best shades and several fancies in

VANGUARD KNITTING WOOLS

TRADE MARK REGISTERED

Established 1752.

TRADE MARK REGISTERED



Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.

Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, LTD.,

Manufacturers of Scotch Fingering and Knitting Wools.

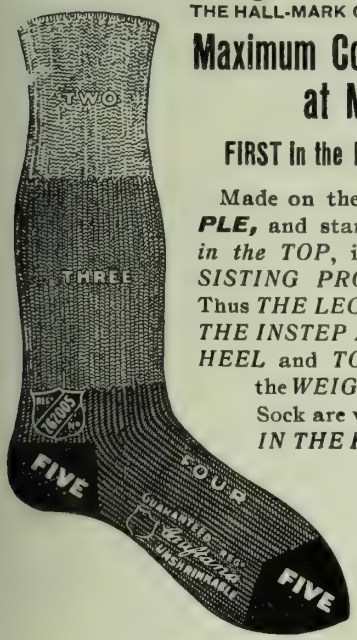
GOMERSAL MILLS, nr. LEEDS, ENGLAND.

"Craftana."

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Built to Satisfy

Why not stock a line of sweater coats that are built to appeal to the fancy of a passerby, and when worn will prove a good investment?

DOMINION BRAND KNIT COATS

are made of high-grade worsted yarns in styles that will at once satisfy the tastes of your best customers. No cotton is used in the manufacture of these garments.

Our traveller will be calling on you. Be sure to see our large range of quick sellers.

A. BURRITT & COMPANY

DOMINION MILLS

MITCHELL -:- -:- ONTARIO

knitted numbers. These are exclusive numbers, which are foremost in style.

In wash ties, panels and cross bar borders on highly mercerized fabrics are selling. These are made up in the finest materials. Crepe and matte weaves are equally good, while grounds with blue, tan, black and other leading colors and a full range of Dresden shadow and hand-embroidered designs are featured. These are equal in value to leading $1.50 New York lines, but are quoted a special for this trade.

Although there is a scarcity of bandana and Bulgarian effects in foulards, new numbers will be ready for the trade shortly. It is early to consider these later novelties and their relation to knitted neckwear sales. There is a good season ahead on these scarce novelties.

Bulgarian patterns on five different ground shades and three bar under knot effects are seen in graduated knitted silk ties. Knitted batwings are the latest offering. These come in black with white tan, gold, or many combinations in neat border ends.

The difference between styles seen in the leading centres and selling here do not suggest a season's difference as heretofore. If there is any trend, it is anticipated so closely as to be offset by the requirements of furnishers. The selection of snappy materials, their patterns and colorings show that the same buyers are decided by good taste more than price or value. Combined with price, the designs and shapes coincide with a distinctive Canadian mode. They are equal to any in being up-to-date from all standpoints and may even be said to be in advance of imported styles in many instances. This is owing to present facilities of style, service, and an equally efficient inspiration. Mid-season samples in touch with the influences, are still further examples of distinctive style for neckwear as a brighter feature of men's apparel.

No merchant is fortunate enough to select and have sufficient quantities of all the best selling numbers for several reasons. He is fortunate in selecting one or two and getting fair repeats. Most haberdashers have been successful this year because the general style trend was cleverly met. But in the case of nearly every money-making novelty, no one has the correct goods which prove the feature at the last minute. A new novelty has arrived by the time repeats can be had. However, the samples which are ready for mid-season are in advance of the style demand, and allow for successful merchandising of the novelties, which the ranges contain. There is every indication at the present time of a continuation of brighter colors and a good selection of novelties in the wanted silks to replace the season's winners.

Fall Shirt Ranges Present Many Novelties

(Continued from page 64.)

dark Oxford. These are assorted, but salesmen found out last season that the medium sells best, although all three sold fairly well this year.

Anything in the soft grays, blues and tans appear to be well thought of and the imitation flannels take advantage of this tendency. Champagne or a touch of gold in contrast with other colors are among the novelties. Shell pink in self shade or in contrast with white is a novelty which will be shown in mercerized cloths, crepes and silks for exclusive trade. White, in the novelties is featured in bedfords, pique (wide and fine welts), cambric or linen in fine pleats. Prevailing characteristics of style cut and cuffs are seen.

The ranges from $9 to $45 a dozen are particularly of interest to the buyer on account of the value and the variety of selection at the corresponding prices.

Discussed Freight Rates

Toronto, Ont.—The annual meeting of the Dry Goods section of the Board of Trade was held. J. C. Douglas, who is retiring from the chairmanship, made an important address in which he touched upon a number of topics of vital interest. He dealt strongly with the question of Atlantic freight rates, claiming that unfair conditions existed.

The new officers elected are:

Chairman, Arnold M. Ivey; Vice-chairman, J. A. Catto; Executive, J. D. Allan, H. Brock, F. C. Daniel, J. C. Green, J. D. Ivey, J. C. Douglas, J. Muldrew, Jno. Macdonald, C. Marriott, D. McCall, R A. Nisbet, C B. Lowndes, J. Northway, A. T. Reid, A. F. Rodger, W. R. Smallpeice, J. P. Watson, J. W. Woods.

Blenheim, Ont.—T. B. Shillington has opened a new ready-to-wear department.

* * *

Belleville, Ont.—Fire broke out in the basement of Milnes' dry goods store. Part of the block was destroyed.

* * *

Montreal, Que.—A serious fire occurred in the dressmaking and millinery establishment of Mrs. B. Titleman.

* * *

Jasper, Ont.—R. H. Cross has sold his dry goods to Omer Brown of Delta. Mr. Cross leaves shortly for Vancouver.

* * *

New Liskeard, Ont.—Elliott and Ritchie, who have conducted a ladies wear store, have dissolved partnership. Mr. Elliott will continue the business under the firm name of W. J. Elliott Co.

IMPERIAL BRAND PURE WOOL UNDERWEAR

In 1880, a full third of a century ago, when our Canadian Underwear industry was practically in its infancy, the Imperial Brand Underwear first made its appearance.

Our product then was the best of the day, but like many another line of goods would to-day be a back number. However, we have grown with the country and have kept pace with the demand by adding yearly such facilities as we deem necessary to uphold our high standard (always the best.)

To-day Imperial Pure Wool Underwear leads the woolen underwear trade. We are not content to take any other place and it is this fact that holds our customers of thirty years ago.

We are specialists in Men's Natural Wool, Men's Elastic Knit, Men's High Grade Imperial, Men's Double Thread Balbriggan. Present delivery orders attended to promptly.

These goods can be obtained from the leading wholesale houses.

KINGSTON HOSIERY COMPANY

Established 1880

Kingston, Ontario

TURNBULL'S

MAKERS OF THE FAMOUS "CEETEE" PURE WOOL UNDERWEAR

DEALER TALK

Something About Satisfaction

You are on the firing line—you meet your customers directly—enjoy their confidence, hear the praises of your goods or receive their complaints.

Complaints detract from business—unsatisfactory goods mean loss of customers. Therefore it is up to you to handle goods that bring your customers back time after time with the knowledge that your goods and no others will satisfy them.

CEETEE

PURE WOOL
UNSHRINKABLE

UNDERCLOTHING

has proved its worth. For sixty years, it has been on the market with satisfaction. Moreover, our strong wide-spread advertising is piling up the sales for the dealer, year by year.

The dealer who sells "CEETEE" Underwear has nothing to lose and everything to gain.

Make a trial order now—Our travellers are on the road.

THE C. TURNBULL CO. OF GALT, LIMITED

GALT, :: :: ONTARIO

Common Sense Rules in Masculine Styles

Trend is strongly toward health and comfort—Suits of silk, linen, and alpaca will be worn this Summer—Spring and Summer styles show the distinctness of Canadian style standard.

MEN'S CLOTHING styles this year indicate more clearly than ever that common sense prevails in the regulation of male attire. Masculine styles are tending toward the sensible more all the time. A desire for comfort and health is found in the evolution of male clothing.

One has but to trace back the changes which have been brought about in the last three centuries, say, to realize how marked this tendency has been. Beginning with doublet and hose, which made a very handsome costume for the gallant of the Elizabethan era but which was neither warm nor comfortable, trace the gradual evolution, through the days of wig and peruke, knee breeches and befrilled coat, to the present days of warm, comfortable and sanitary clothes; and the dictates of common sense will be seen right through.

This same tendency is noted at the present time, not so much in the matter of cut and material, as in respect to man's attitude toward the clothes question. Free and easy is the rule. Once—and it's not so long ago at that—men went to business in frock coat and with silk hat. To-day, a sack coat and felt hat or derby is the garb of the business man. Executive heads dress just as simply as their employees. The lounge coat is comfortable and in every way fitted for business wear. Consequently it has come into general use—and come to stay. Once it was deemed absolutely essential to dress for theatre. The rule is much less rigid now.

A striking evidence of the rule that men aim to have comfort above all else is found in the fact that there will be a strong run in New York this summer on suits of silk, linen and alpaca. Last year a few advance dressers appeared in mohairs and silks, looking immaculate and cool in the heat of summer. Already this year some of these suits are being shown and the prediction is voiced that they will be worn a great deal.

SPRING AND SUMMER STYLES.

Styles for Spring and Summer indicate the same tendency toward common sense lines. The padded suit with its unnaturally distended lines is distinctly a thing of the past. In its place we have neat clothing which happily does not go to the other extreme. In some quarters the pendulum has swung abruptly from one extrme edge of the sartorial dial to the other, changing men from tailor-made Samsons to imitation beanpoles. The skin-tight fit has been adopted by some but in Canada there is no evidence of extremes being favored.

Well-known American actor reputed to be the best dressed man in the United States. Dress suit in which he is appearing in latest play.

In fact, Canadian styles are distinct. It cannot be said to-day that the market in this country is swayed absolutely by foreign style changes. At the present time, the English influence is strongly felt but the ideas are modified and adapted to suit the needs of the Canadian man.

The truth of the matter is that the average Canadian is a conservative in regard to dress. He does not favor going to extremes; and it is the recognition of this that has led to the establishment of a distinctly Canadian dress standard.

This same tendency is noted in many other ways. In fact, it manifests very directly in the matter of dress accessories, such as neckwear, collars, gloves. Mention of the distinct Canadian standard set up in these lines is found elsewhere in this issue.

The same tendency toward moderation and conservation is found in every direction. Extremists in the matter of dress are few and far between in Canada. Still there are exceptions to prove every rule. The writer has seen on the streets of a Canadian city a dandified young specimen with felt hat of a glaringly light blue and of the most extreme shape. Fancy flowered vests can be picked out here and there. In every case, however, these sartorial digressions are so different from anything usually seen that the wearer stands out most conspicuously from the mass.

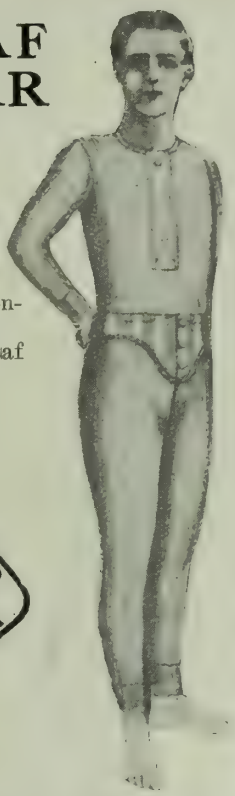
The clothing outlook for Fall has already been thoroughly outlined in The Review. Indications bear out in every respect, the predictions already advanced in this paper.

Advance orders are stated to be indicative of a brisk demand. Manufacturers are anticipating that business for Fall will exceed all records of the past. Travelers are reporting in optimistic view.

MAPLE LEAF UNDERWEAR

The combination of wear and comfort.

Satisfaction to both customer and merchant was the basic idea in making this underwear in 1865. It is to-day the very life blood of our business and will continue so.
Build your business on Maple Leaf reputation.



WATERHOUSE WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR

THOS. WATERHOUSE & CO., Ltd.
INGERSOLL ONTARIO
HAROLD F. WATSON, WELDON & CO., Selling Agents
Coristine Bldg., Montreal.

Wreyford & Co., Toronto

Wholesale Men's Furnishers

Agents for following Manufacturers:

Young & Rochester, LONDON AND LONDONDERRY

Finest Taffetas and Silk Shirts, Collars, Latest Neckwear, Dressing Gowns, Etc.
New Spring Designs of their noted "Wyanar" Zephyr Shirts—now in stock in Toronto. Prices $12.00 and $13.50.

Tress & Co., London and Luton

High-Class Hats and Caps

Patentees of the "Mascot," and other select shapes—

THE "LOTHIAN"

Own designs in Homespuns and Donegal Tweeds.

Good selection of Caps stocked in Toronto, and Straws May 1st.

THE "BANFF"

Cohen & Wilks, Manchester

"Aquatite" Raincoats in Yarnproof Gabardine, Handspun Tweeds, etc.
Reversible Ulsters and Motor Coats for Gentlemen and Ladies.

DENTRO KNIT

THE WEAR IS THERE

Mannish Styles for Men

The Big Business Line For Fall 1913

—the line that will appeal to the men's trade because of the manly appearance that permeates it throughout. This mannish appearance is a point strong in favor of women's Knit goods as well—a point that will promote sales and ensure you a bigger than usual business for Fall and Winter 1913.

We make everything in Knit Goods.
See our range now.

The Williams, Trow Knitting Co.
Limited
STRATFORD, - - ONTARIO

Agents
J. M ROBERTSON & COMPANY
70 Bay St., Toronto.
GEO. A. HARRIS
Hammond Bldg., Winnipeg.

Extreme Collar Shapes Shown in Pointed Style

Story is told that one merchant in fashionable centre created the demand for pointed collar—Open front and light weight collars are also forward—Early delivery promised.

SEVERAL NEW numbers of long-pointed collars are being shown. Open front and light-weight finished or negligee collars are also forward. Some extreme shapes are shown in pointed style. Furnishers are reported to be taking them and anticipating any style demand following the New York market. The pointed collar is a revival of a shape that sold fairly well several years ago. A correct pointed collar has points with "Spring" to them. The points are worn inside or outside the vest V. This style is in all three market sources—domestic, U.S. and Austrian manufacture.

Just how far the trade here intends to take this novelty remains to be seen. The feature is of seasonable interest and will be treated as such. Some merchants purpose showing a few numbers, because of the demand, which follows the trend of exclusive shops. The present interest in "points" is the result of the same kind of influence. The vogue is the direct return of specialization and of creating individual styles by a clever merchant. This men's wear buyer sensed the coming demand. He made the style for his locality and supplied it. Other furnishers followed and manufacturers had to meet the trade with new numbers. The story is repeated. It is vouched for by a leading representative.

A short time ago one of the leading manufacturers was stuck with a quantity of pointed collars. These were left from the stock supply of the previous demand and cleared to a Newport or Atlantic City furnisher. The price was 45c a dozen, take the lot. Shortly afterward, these unique collars were shown in the store windows and the merchant's business personality was sufficient to set the style. The collars were ticketed at 35c each and sold. Other merchants visiting the style centres and Winter resorts saw the new number. They immediately had the style copied for their trade, as a new feature. Orders have been coming in ever since. There is only one other comment. These collars are now selling generally.

Sales of Summer and negligee collars are going to increase this season. This follows the number of new smart shapes in new materials and patterns. Open front styles are already taking and are repeated in repps, piques, and madras. One of the neatest of these is made in satin stripe cloth and highly finished. These light-weight finished collars are likely to sell in preference to soft negligees and ties. Scarfs which are selling are also a refutation of soft negligees (except for outing or morning wear): New, best light-weight models are in the regular approved shapes. They are a mid-season novelty for quick turnover in the Summer months and are being ordered with confidence.

Delivery of these novelties is promised for May.

A natty combination for mid season—light weight pointed collar in a leading number. Shown by courtesy of Cluett, Peabody & Co., Toronto.

Listowel, Ont.—A. J. Smith has sold his dry goods business to M. Cain & Co., of London.

Woodstock, Ont.—The clothing and furnishing business of Fullerton & Graves has been taken over by W. E. Sanford & Co., of Hamilton.

Hamilton, Ont.—Begg & Shannon entertained their employes to the number of thirty-five at the Tudor Inn. After luncheon the members of the firm outlined plans for improving the position of both employer and employe.

Pen-Angle Sweater Coats

Good Sales

Pen Angle
WARRANTED HIGH
PENMAN'S GRADE
CANADA
TRADE MARK

The Pen-Angle line of Sweater Coats for 1913 is far superior (in real selling quality) to any line we have ever shown. It is so comprehensive, so up-to-date that YOU, Mr. Merchant, would do well to consider its trade-bringing possibilities very carefully.

This new line is designed especially to please YOUR customers—those who want something BETTER than the ordinary. It shows many new attractions in designs, color combinations and styles for every occasion.

Stock this line! It will mean "good sales" for YOU, and "solid satisfaction" to your customers.

PENMANS LIMITED

PARIS, CANADA

Hosiery, Sweaters, Underwear

Brighter Colors and Straighter Lines Predicted

A forecast of Fall, 1914 syles—Brushed knit and plain rack finishes will be favored—A long list of new shades to be introduced—Furnishers can improve their business in sweater coats.

MEN'S FURNISHERS have a splendid opportunity in the trend of sweater coat business, coming styles and demand. Sales and styles already show that women are favoring mannish garments. The same style of coats are sold for both men and women. Orders for Fall placing are an assurance of the passing of many of the staple racks for this reason. Samples now being prepared for jobbers' placing for Fall, 1914, are to be brought out with this tendency in view. This change is so marked that manufacturers are adapting their machinery to meet conditions.

Some manufacturers claim they have to recognize the changed demand. Their orders from leading buyers discard many of the early numbers. Sets of machines, which were making fancy racks last November are now busy turning out plainer and heavier stitches or being used for some other purpose. It is said that in some mills expensive machines which cannot be adjusted will be idle. A gradual change is warranted and manufacturers, who are in close touch with the conditions, are satisfied to meet it. They see the demand coming sooner or later.

The general outlook is optimistic and at present, mills are busier than ever. Business has increased on those lines which are selling.

A forecast of 1914 styles, following the English and German mills and the development this season in the United States, can be safely given. There is not the slightest doubt but that the advance of demand this next season will show the same results here. A demand for brighter colors and mannish styles is almost sure to follow the indications. The style development taking place and the new colorings are important features. Brushed knit and plain rack finishes are preferred. The latter are large stitches in tailored garments. Manufacturers are preparing styles that might almost be called extreme. Norfolk and coat styles are to be equally good. Many new numbers are to be introduced.

Sweater coats for both men and women are to be in brighter colors. The colors of the yarns selected are almost similar to the predicted Fall chart and consist of at least 20 new shades. These, of course, are divided between the two makes. The shades for women's garments are straw, primrose, cerise, lighter grays, light and dark blues, saxe, deep tones in reds, tans and browns. Shades of olive and apple greens and purples. For men, the general tones are darker, but the shades include those of the castor order, soft tans and browns and silvery and greenish grays. To these can be added the staple colors of other seasons.

The development of brighter colors will result in a hundred striking combinations. Manufacturers are enthusiastic about the correct colorings of yarns and expect to startle the trade with their offerings. Sales are expected to show an advance of 50 per cent. on men's styles in the colors suitable for women's wear.

Here is an opportunity for men's furnishers to obtain their share of this business. Several of the shades made up in the men's coats will sell better than those for women, in the high colorings. Several of the novelty shades can be added to the regular range to cater to both demands. If sales are to be

(Continued on Page 77.)

Novelty fine stitch men's Norfolk coat in leading shades for Fall—a highly tailored garment with convertible collar and inset pockets in approved style for better trade. Made by R. M. Ballantyne, Stratford.

Originality is a good feature of ad.-writing. But you can always get too much of a good thing.

GOOD ADVERTISING

Attractive Arrangement an Essential Point

Many people appraise an ad. at first glance—If it does not attract, they read on—Making an ad. striking or attractive is the first duty therefore—Some safe rules to follow—Criticism of samples.

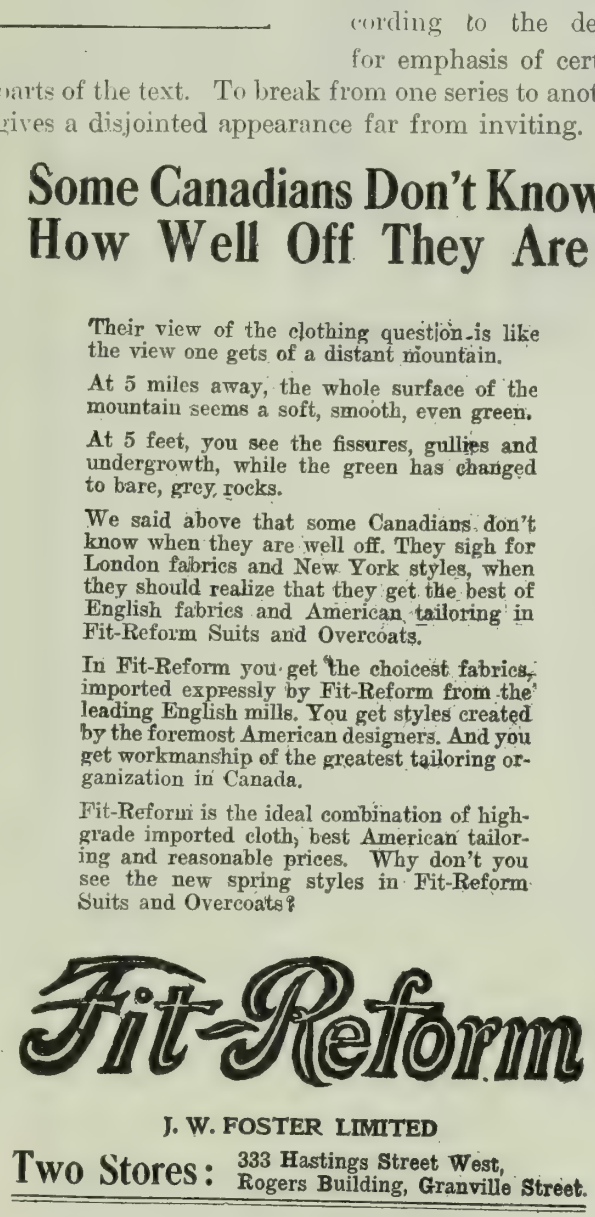
HOW OFTEN is an advertisement judged on the first glance?

This question was propounded by a prominent advertising man in the course of an address recently to other advertising men. He went on to answer the question himself, giving it as his opinion that a large percentage of advertisements are judged by the average person on the first glance. A person picks up a newspaper or magazine, and skims through the pages. The eye travels rapidly, and the interest shown is generally of a casual nature. It requires an attractive advertisement, or something particularly striking to halt the eye and hold attention. The eye skims each advertisement. If an ad. is bright, attractive or striking, if it possesses that something intangible, something which makes a good ad., the eye stops; if not, it passes on to the next.

This applies more directly to magazine advertising, but it has a large measure of truth also as applied to newspaper work. The average person does not give minute attention to the newspaper. It is skimmed and cast aside. An advertisement requires special qualities to insure for itself a share of the short time that so many people give to the perusal of the newspaper.

All of which leads up to the point we desire to make, to wit, that the writer of an advertisement must give attention to the matter of the appearance of his copy. It is necessary for him to write ads. which will appeal at first glance. If he can do this, he can be reasonably sure that at least nine people out of ten who read the paper, will give some attention to his advertisement.

The general appearance of an advertisement depends upon many things—selection of type, layout, illustrations, heading and firm name being among the most important essentials. The appearance of many otherwise excellent advertisements is spoiled by the use of heavy, splotchy type which sprawls across the page and fills up all available space. Sometimes the fault lies in the opposite direction. In order to insure attractiveness of appearance, the advertiser should insist on the use of one series of type throughout, grading the sizes according to the desire for emphasis of certain parts of the text. To break from one series to another gives a disjointed appearance far from inviting.


Some Canadians Don't Know How Well Off They Are!
Their view of the clothing question is like the view one gets of a distant mountain.
At 5 miles away, the whole surface of the mountain seems a soft, smooth, even green.
At 5 feet, you see the fissures, gullies and undergrowth, while the green has changed to bare, grey rocks.
We said above that some Canadians don't know when they are well off. They sigh for London fabrics and New York styles, when they should realize that they get the best of English fabrics and American tailoring in Fit-Reform Suits and Overcoats.
In Fit-Reform you get the choicest fabrics, imported expressly by Fit-Reform from the leading English mills. You get styles created by the foremost American designers. And you get workmanship of the greatest tailoring organization in Canada.
Fit-Reform is the ideal combination of high-grade imported cloth, best American tailoring and reasonable prices. Why don't you see the new spring styles in Fit-Reform Suits and Overcoats?
Fit-Reform
J. W. FOSTER LIMITED
Two Stores: 333 Hastings Street West, Rogers Building, Granville Street.

An ad. with a striking headline.

The use of very large type is to be avoided unless extensive space is being utilized, and even then it is not necessary to outrival farm sale bills or the heading type on the yellow journals. A heading can be made emphatic, striking and clearly understandable without going to extremes in this respect.

It is chiefly in the matter of layouts that advertisers go astray. They try to crowd too much matter in and force the printer to arrange it the best way he can. In this way, white space (a valuable feature of an advertisement) is eliminated.

An important feature in this respect is the maintenance of balance. Where cuts or panels are used, this is particularly essential. An ad. which seems to sag at one side, or is top heavy through faulty arrangement of cuts, is too ungainly to attract favorable attention. The same is true of panels. Where one panel may be used, it should, if at all possible be centred. Where more than one are used they should be kept of uniform size, and arranged in the ad. to give an even balance. This is not an absolute rule to apply in all cases, but unless there is some good reason to the contrary, writers of advertising should follow it out in arranging their layout.

This is one of the most
STYLISH MODELS
For
EARLY SPRING
In Men's
CHESTERFIELD
OVERCOATS
Made in a variety of Styles and Colours, with fly-front or button-through effect.
Try on a few of these coats, you are under no obligation to buy
C. D. MITCHNER
21st Street - - Saskatoon

A neat ad. which might be improved in the matter of layout.

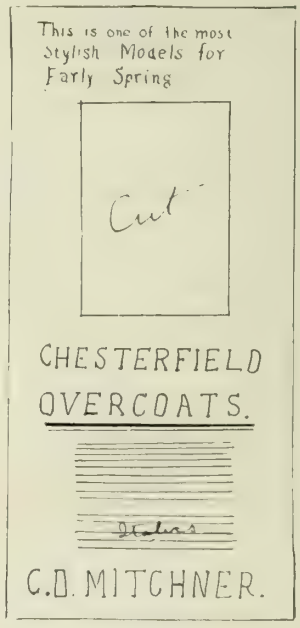
It Catches the Eye

Turning to the ad. of J. W. Foster, one becomes interested at once. The heading suggests something to you; it contains a statement distinctly different from the usual run of advertising matter. One pauses to think in what respect we as Canadians are enjoying an advantage, which we sometimes fail to realize; one reads on into the body of the ad. to find out—and there you are!

In lay-out, this ad. could hardly be improved upon. The indentation at each side provides a good measure and makes the reading matter "stand out."

Improving the Layout

An attractive advertisement in practically every respect is that of C. D. Mitchner. The arrangement of the matter is not as good as could have been effected with the material in hand, however. In the accompanying sketch a revised lay-out is shown



Suggested layout of ad.

which would effect an improvement. The heading is placed at the top, a uniform size of type being used. The cut is centred beneath. All the reading matter is put in the same measure beneath, a comfortable margin being left on either side. With the exception of a double line beneath the word "overcoats," all cut off rules are eliminated; the ad. looks less

"broken up" as a result. The firm name should be put in smaller type than in the original, and in the same series as used in the body of the advertisement.

Attractive Layout of Ad.

A splendid layout is shown in the advertisement of Fitzpatrick & O'Connell. The balance is perfect. The three cuts used in triangular shape lend a perfec-

Better Clothes Are Not Made at the Price
"Stein-Bloch Smart Clothes" and "Proper Clothes" Have Them All Trimmed
SEE OUR NEW SPRING MODELS AT
$15.00, $20.00, $25.00 and $30.00
SERGES AND CHEVIOTS in navy blue, made by "Proper Clothes" tailors, are suits we are proud of. Complaints are rare and we are willing to replace garments that fail to live up to the standard of quality that we propose in the suit to be. Examine our lines at $20.00 and $25.00 and you'll agree that they are the best worth, wherever seen.
IN WORSTEDS and OTHER NEW WEAVES we are showing some splendid patterns and colors. In tweeds there is a very desirable range of mixtures and the materials are satisfactory weight for the coming season. You'll get a good suit at $15.00, but we recommend our special values at $20.00, $25.00 and $30.00.
SEE OUR WINDOW DISPLAY FOR SATURDAY.
W. G. & R. Shirts Are as Good as a Man Can Wish to Wear
A very wide and choice assortment of colors and patterns are ready for your inspection, and we can assure you that the colors will stand a severe wash tub test without fimeling. They are tailored with a view of giving the wearer great comfort, and in point of service, we know of no other line at the price that can give you greater satisfaction.
You can have them with the laundered or soft double cuffs at, per garment, $1.50, $1.75 and $2.00.
Smart Tweed and Worsted Suits for Your Boys
Clothes that will stand the wear and tear that the boy is likely to subject them to. They are tailored with the same care that is evident in the best of our men's suits and the materials have been specially chosen for their toughness, but style has not been sacrificed in the effort to get the most strength into the garments.
Go where you will, better values are not to be had. Boys will take a pride in the manly styles, and the cost is below the average for guaranteed suits for boys. Sizes for boys from 7 to 15 years old, are marked at $3.50, $5.00 and $6.00.
BETTER SUITS, suitable for Sundays and special occasions, from $7.00 to $18.00
Smart Chesterfield and Zambrene Coats for Men Who Appreciate Quality
We have a splendid line of coats to show to the man who wants something that is light in weight, distinctive in style and serviceable.
The coats are well tailored and have the appearance of having been made specially for the man who wears them.
The prices are $20.00, $25.00 and $30.00, and when you see the coats you'll be ready to admit that they are well worth the price.
If You Like a Smart Hat Any of These Lines Will Certainly Give You Keen Satisfaction
Stetson and Roelof hats are acknowledged to be the best hats made in America, and their reputation is a sufficient guarantee for quality and good service for your money.
It looks as if these manufacturers were racing for supremacy. At any rate they have excelled their former records for style and value, and we are in a position to offer you some very choice styles and colors at a very moderate price. Our values in soft hats take some beating at $3.00, $3.50, $4.00 and $5.00.
HARD HATS come in all the newer blocks and you'll be sure of finding a shape here that will give you perfect satisfaction. All the leading brands are represented in our stock. Prices from $3.00 to $5.00
"You'll Like Our Clothes" —Reg.
FITZPATRICK & O'CONNELL
1017-1019 Government Street South of Fort

An advertisement which has been most attractively balanced in the layout.

tion of balance which is carried out in the sizes of the reading panels. In this respect, only one detail is lacking—the headings are not uniform in size.

One criticism might be voiced in connection with this advertisement. Too much has been put into the space, leaving practically no white space whatever. There is a tendency also to say a little too much in the descriptions.

Bright Colors and Straighter Lines Predicted

(Continued from Page 74.)

divided in the sweater coat departments, the men's section have a good excuse for direct competition. Exclusive furnishers have the same privilege. There are good reasons for furnishers who do not handle sweater coats to investigate the conditions which style has created in their favor.

The same arguments that apply to tailoring and exclusiveness are good in selling high-grade tailored sweater coats. Women are not dictating a trend altogether. They are foreseeing it quicker than the merchant. The slower development of the sweater coat business with furnishers, accounts for their idea that only lines up to a fixed price can be sold. This accounts for a lower average of sales than the scope of the ranges suggests. The trade are sometimes hard to convince that better coats are being sold. It has taken time to do although this season it has been easier than formerly. In many cases, higher priced tailored garments have never been tried. There may be a hint to the selling price, but that is not a reason a few real sweater coats cannot be sold. If the regular stores can sell garments up to $75 a dozen, men's furnishers, with better class trade, can handle novelty numbers up to $120 a dozen.

Tailored and mannish styles in sweater coats for next season have a higher fitting standard. Fit in sweater coat is as important as in other clothing. Each furnisher can enthuse with as much authority as in fitting an overcoat or suit. For specialty men's wear shops, natty style, novelty and fit or any of the numerous selling features of quality are good arguments to sell better grade sweater coats to either men or women.

The advisability of going after the demand for mannish styles for women does not mean a largely increased investment. All that is necessary is the introduction of a little more novelty into stock assortments to appeal to the finer trade. The quality of the goods, salesmanship and advertising for this business will effect the results anticipated. There is no question of infringing on the legitimate field of other merchants. The demand for garments that are different and serviceable and mannish style trend in both departments is an opportunity men's furnishers cannot afford to forego. Good merchandising and necessary advertising are the only costs of this extra business.

Courtesy is an asset; lack of courtesy a distinct liability.

Wilbur Holtby is now back at his store in Zealandia, Sask., having been much benefited in health by treatment in the Winnipeg hospital.

Intensity a Necessary Quality in Salesmen

Well known salesman explains some of the ethical sides of salesmanship—The disastrous results of "fear thought"—Only by intense concentration can salesmen overcome this lack of confidence.

THE FOLLOWING address was delivered by Otto Buehrmann at the annual convention of the Indiana Retail Clothiers' Association:

The matter of efficiency in selling is one to which the attention of the clothier is more than ever directed in this day of sharp competition; and with a view of bringing to your notice the advantages of a comprehensive understanding of the art of selling, as a science, to aid the clothing salesman in his work, I draw attention to the prime requisites demanded.

As a salesman of long and wide experience first, and afterwards a student of the laws which govern the mind action of selling, I know that all who sell will find this knowledge of the greatest value to them in their work. The laws of selling demand the highest degree of intensity, personality, mental fitness, a knowledge of the line, concentration, observation and will power to remove fear thought. Application preservence, industry, continuity of purpose; all these are suggested by the one word "intensity."

The ethical and moral features of these laws will be interpreted by the student as his religious views and training may suggest, but I only refer to and use them as selling force alone.

If the salesman is to become a Master of Selling, then the same time and study must be given to the work as would be required to become a Master of Law, medicine or any other of the many professions. The surgeon, for example, has to dissect the cadaver to learn the location of every nerve and muscle that is used as the agent of the brain; so must a salesman dissect styles every part, every feature, of the goods he is selling, to know just where to invoke the assistance of the brain, to make the sale.

No one can know about his business, and as so many near-salesmen know so little about what they attempt to sell, it is apparent they lack the foundation of intensity, ambition, interest and a comprehensive knowledge of what they want to sell. Selling is a definite art, and when the study be given it which such a complicated and far-reaching occupation demands there is a greater field than in any other profession.

To clearly develop the many points of a successful sale, it has been my habit to hold practice or demonstration sales, in which the members of the selling force can be drilled to an approximate degree of perfection in the art. This is the method employed in my Y. M. C. A. work in Chicago. At the "Hub," in that city, we have an open session, after the introduction of the subject of the lesson through the paper read to the class, and it has been found that when the successful arguments were voiced, spoken aloud, in the presence of others, this has the same good results as the class training. The practical thoughts are acted upon, brought into being as a reality, under the stimulus of the impulse, and are not lost in the "some time or other" when we expect to use the argument, but which was not fixed in the mind, not written on the tablets of memory, and was lost forever.

The selling argument, when read to oneself, and not deemed very forceful, when spoken by some other salesman present, was a much stronger selling talk than it was supposed to be. Demonstration sales are like the polishing machines, into which tons of rough iron castings are placed in the immense drums, and these caused to revolve, and, as piece rubs against piece, the friction causes each one to come out a polished bit of metal.

NO FIXED RULES FOR SELLING.

No man has ever found any fixed rules for selling clothing. The practice develops the interest the salesman has in his work and the confidence he has in what he has to sell. As intensity dominates him he develops his own rule, from his knowledge of the mind action of the customer, and as the laws governing this mind action are well known, it implies the salesman must be familiar with them.

To illustrate: The lawyer must know the text books of his profession, and from these he goes to the statutes of the state, and then on to the reports of the court decisions, for his authority, in making his arguments or formulating his briefs. All these last conform to the first, and all selling arguments must conform to the mental laws. As the salesman knows that fundamental principles govern each sale, the same mind action is involved; he knows when to use the statutes of the states, and to make the peculiar application of these laws to the class of persons to which the customer belongs.

To the salesman we would say: Fix the "habit" of intense concentration, to drive out all other habits which take from you the natural ability of a clean and wholesale character, for mental purity is as essential as bodily cleanliness to the well-ordered salesman.

CREATING THE OPPORTUNITY.

To create an opportunity to sell becomes the first necessary step of the undertaking, and in this initial effort of the work a pleasing personality takes first place, for, as we are judged by our dress, so are we placed by our personality, which is created by our

Queen St. entrance, main aisle of the mens' and boys' clothing departments showing the main floor decorations for Openings and Easter. The emblem of Spring and prosperity "Proserpina" with garlands of Spring flowers and holding a lighted globe is a decorative feature taken from the Greek mythology. On intervening pillars are groups of three cherubs from which are suspended bowers and festoons of flowers across the aisles. Courtesy T. Eaton Co., A. E. Apted, display manager.

mind action and mind force. Next, the never-flagging enthusiasm aroused by earnestness of intention; spurred on by a necessity, imagined or real, this never lags an instant in reminding the salesman he must, for it is imperative that he make this one sale, in order to enable him to reach the next one. For as "things thrive on what they feed on," this sale must be made *now* and *here,* to furnish a stimulus for further effort. The one sale made to-day makes two for to-morrow. A sale lost to-day means ten sales lost in the future.

The incentive underlying the work has all to do with the development of the undertaking; to have no incentive of a compelling intense necessity or strong ambition is to build on an uncertain foundation for the future.

The successful approach of a complete absorption in the work, and the necessary time must be given to training, to allow the work to "get into the system" of the clothing salesman, to use an expressive slang phrase, for unprepared action is not warranted. In some persons this complete absorption or obsession may take much longer than in others; in fact, I advance the theory that the deeper the character and thoughtfulness of mind, the longer it takes an idea or conclusion to sink into the sub-conscious mind and become assimilated, for the reason that a well-balanced mind does not take on new theories and thoughts without weighing and measuring them carefully, and does not receive lasting impressions like a sponge; or as a frivolous and superficial character would apparently grasp new ideas. Therefore the advantage of having a certain time and training in order to comprehend and appropriate a knowledge of the laws, through thought and attention, so necessary to success, is apparent. This is an explanation why some salesmen develop slowly, but turn out to be first-class men later.

The "selling talk" is but relating what the salesman knows of his wares, and when he knows them thoroughly he will impart his knowledge as if he felt it to be of the same interest to the customer as to himself. We do not rattle along in thought as we would repeat a nursery rhyme, deep thoughts come but one at a time, and when they are serious and intense they will be so given to the customer.

What the salesman knows about his work is the negative of the picture in his brain, and as it is clear and sharp, well composed, to make a good picture, so will be the print he makes on the mind of the customer, and as every print is far from successful—as you who have had tried to make good prints well know—it demands practice and training to make a perfect picture of what you have to sell on the mind of the customer and make it fit in with the want of the buyer, i. e., his personal requirements.

The salesman must give values as the customer knows them; he must supply the one desire which

has been aroused by the printing process—and let me add—as the perfect print must be fixed at the proper moment; watch the customer, to fix the print in his desire, and close the sale then and there. A print which has to be made over again, a sale built up again which has fallen down, indicates a poor negative, due to lack of "intensity" on the part of the salesman.

The element of time in selling is the only limitation of the efforts of the salesman. He has but so much time at his command, at most eight hours of active service in the day, and if he spends but two minutes of each hour in searching for an answer in his mind to this or that question or argument of the customer, or twenty minutes in the day "entertaining" the customer, figure out the number of days lost in the year!

All salesmen know the quicker the sale is made, in keeping with the importance of the article sold, the better the customer is satisfied. His imagination is stimulated to a higher appreciation of his purchases, and in this clothes selling business, as in all other lines, to effectively win a customer over is to be almost certain of making another sale, through the recommendation and suggestion of this satisfied customer.

There has been a great change in the last few years in the management of the salesmen on the floor. It was once the habit to "fire" a man for inefficiency; but now it is the rule to educate him, when he has the ability to understand; the theory, and as every clothing salesman knows it is better to make a sale than to lose it, he will be anxious to learn how and why he can make the sale and to increase his compensation.

Have you ever noticed in all your selling experience the complete absence of the negative in making the sale? This is but conforming to a well-known law, that the subconscious mind acts only on a positive suggestion, and answers but to the imperative command to "do thus and so," and as this subconscious mind is the source of action, banish all negatives, for negatives cannot tell this latent force what you, as a salesman, want the customer to do. Negatives never made a sale! Don'ts to the force are ineffective, for they do not stimulate the subconscious mind to action. It is the Do's that make an impression.

Excuses are all negative; equally so explanations. The "reason why" I did not sell the customer, is negative from A to Z. Hold the positive thought in any and all sorts and kinds of work, to succeed as a salesman; this is the law of all successful mind action in selling. The will power is the means by which this force is to be kept constantly on watch, for the little demon, Fear-thought, is always perched on the shoulder of the salesman, whispering, "You cannot do it, you cannot do it; no use to try to sell this man," and giving as many reasons "why not" as the salesman will listen to. And it is only by the exercise of the strong and trained will power he can be dislodged.

BANNING THE FEAR THOUGHT.

A most interesting plan to chase this demon of "Fear-thought" away was recently given by a learned student of this profession of selling. He suggested to his class: Carry a short piece of wood in your pocket, and, as you go forward to wait on the customer, clench it as hard as possible; at the same time think of the most pleasant thing that ever happened to you; thus fortified with the recollection of pleasant thoughts and the nerves steadied by the discharge of muscular energy through clenching the bit of wood, you are in the proper frame of mind to meet the customer and sell him.

"Fear-thought is the lack of will power, and to stimulate the exercise of will power this lecture of a very learned life insurance instructor of agents is given to show that this attribute of mind can be cultivated and controlled to do the bidding of the brain. Said he: "In touring the British Islands, we came to the Isle of Man, and learning of the curious fact that a very old special privilege of coining a copper currency had been granted these Manxmen, I desired to carry away some of these new bright coins as souvenirs. I visited the Treasury, and found it closed, and, as the following day was a legal holiday, the Treasurer had gone on a visit to some friends several miles away. The attendant assured me that there was no way by which he could have the safe opened to secure the coins, other than to induce the Treasurer to come back and in person let me have them.

"This very opposition aroused the true spirit of the salesman in me," said he, "and I determined to have these coins before I left the island. I used this argument to the custodian; 'Here I have come thousands of miles to see your beautiful island, and I appreciate its beauties so highly that I must have some of these rare and unsullied coins to carry away with me; I want you to go and get a conveyance, at my expense, go after the Treasurer, and tell him an American gentleman begs that he will come and sell him some of these curious coins; your time will be well paid for if you succeed.'" Note this point, of enlisting a capable lieutenant in his cause, a feature not to be overlooked; he wanted to accomplish results, and he used all and every means at hand to do it.

The man brought the Treasurer, who opened the safe, sold a bagful of the singular coins, with the most ancient adaptation of the swastika on its face. In concluding the story the insurance man said to his agents, "I will give each man here present one of these coins, not as a fetish, but to carry in his pocket, to remind him of the determination and will power which secured it for him. And when he thinks he cannot sell his customer, let him feel of this coin and be equally insistent." All clothing salesmen can practice such auto suggestion with equal force.

A simple arrangement of Spring shirts and neckwear, combining several units on up-to-date pedestals and tables with glass plates. The grouping is effective and well balanced in so large a space. Courtesy McKinnon's, Ltd., by F. L. Kickley.

Concentration, when selling, is an indispensable mind condition. With thoughts wandering hither and thither, there is no record made on the brain cells for future use. There is no good negative produced.

NO TIME TO ARGUE.

It is but the one subject in which the salesman is interested, and in order to make this subject an ideal success, all the energies of mind and body must be focused on the sale. A wonderful selling suggestion is contained in the sublime injunction of the Master: "If a man smite thee on the right cheek, turn unto him the other also." This tells the salesman he has not time to give to the matter of making a long contention, of claiming his rights, no time to demand the protection of the law, no time to argue with this or that question. He is much occupied with the pursuit of the ideal that he passes by and over all the small inconveniences and incidents of life. These are of minor importance, as compared with the grand total of results.

Auto suggestion says: Hurry! Hurry! All obstacles are but as pebbles in the way! No time for aught else but to reach the goal—the sale!

Here is a good illustration of how "Intensity" supplied the quick wit for the salesman, who, having sent in his card to the buyer, was told: "There is nothing in your line to-day." He promptly sent the attendant back, with a request that his card be returned to him, for he had seen the buyer, through the door left ajar, tear it up. To return it was an impossibility, and the buyer sent him a nickel "to pay for the card." He sent in another one, with the message, "I give you two of my cards for a nickel." Useless to say, he had an audience with the buyer, resulting in a sale.

Sometimes the effort of the salesman is abandoned just at the turning point; he makes a good start, but he has not been in the work long enough, not absorbed it, for it to become a part and parcel of his innermost nature. The sub-conscious mind had not been surcharged with the details of his work, and Fear-thought compels him to "turn the customer over" or lose him. "Intensity" will suggest the determination to him to make the sale then and there.

A pleasing personality is developed when the body and mind are absorbed in a good work, and the intelligence developed by study is the "open sesame" to the attention and good-will of the customer.

The salesman is but a means through which the

Suggestive and well arranged showcase of novelty shirts, ties and collars. Courtesy of Hickey & Pascoe, by E. K. Dallimore.

clothing buyer can receive a benefit, and he is doing him an inestimable favor. His interests as a salesman are nothing as compared with the possession of this benefit to the customer, and he overflows with the earnestness of his line and his word. He obliterates himself. He thinks of the advantages he is bestowing on the customer. His entire argument is brought out, not aggressively, but calmly and in a low and even tone which becomes convincing and carries conviction, because he believes what he is saying, because it is true, and truth is always "Intense."

Your will power, the psychic force of an intensity beyond that of the customer, compels attention, and you chain his interest and arouse his desire to action. All this is a game. If you sell, don't be overproud. The game is nothing. The skill is all, and success is only a game, but a noble game, and the game is worth playing for the skill.

St. Thomas, Ont.—Burglars broke into the men's furnishing store of Geo. W. Midgley and stole a quantity of clothing, showing a preference for knit ties.

Sturgeon Falls.—Miss Agnes McInnis, of Cache Bay, is opening another millinery store.

* * *

Kelowna, B. C.—W. E. Tait, of Kamloops, is opening a branch store of W. E. Tait & Co., here.

* * *

Davidson, Sask.—The Davidson Millinery store, for some years conducted by Miss M. M. Storey, will be managed by Loree & Co. in connection with their general dry goods business.

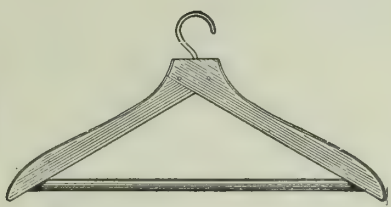
* * *

Washington.—Removal of all tariff from raw wool has been agreed upon between President Wilson and the members of the House Committee on Ways and Means as the result of conferences that ended to-day.

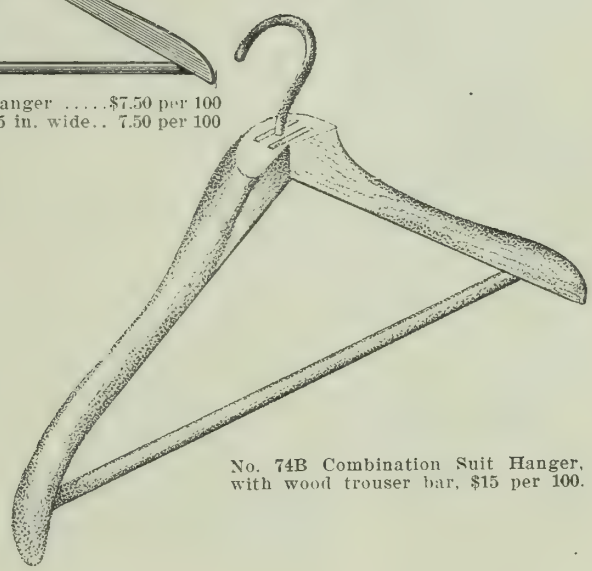
* * *

The present plan, which will have the unanimous endorsement of the Democratic members of the committee, provides that wool shall be placed on the free list, an end for which the free wool Democrats of the House have fought for two years.

A Clothing Store Equipped with Taylor-made Double-Bar Polished Steel Tube Racks



No. 331B. Suit Hanger .....$7.50 per 100
No. 33B. Boys', 15 in. wide.. 7.50 per 100



No. 74B Combination Suit Hanger, with wood trouser bar, $15 per 100.

Made of Polished Steel Tubing. No paint, no rust, no tools or trouble to set up.

Shipped K.D., crated ball socket rollers.

6 feet long, 6 post	$10.50
8 feet long, 6 post	11.50
10 feet long, 6 post	12.50

Made of Oxidized Steel Tubing.

6 feet long, 6 post	$13.00
8 feet long, 6 post	14.00
10 feet long, 6 post	15.00

Suit Racks, 5 feet high, 26 in. wide.

Overcoat and Ladies' Garments, 6 feet high.

TAYLOR MANUFACTURING CO.

HAMILTON -:- -:- **CANADA**

Mail Orders Promptly Filled

The Responsibility of Heads of Departments

Are buyers and managers supposed to conform to all the rules of the establishment?—Answers given to pertinent questions regulating relations of department head to firm and to employees.

THE HEAD of a department in the store is a link between the management and the employees. He directs the work of the staff in his department according to the rules laid down by the proprietor or management of the store. It follows that, as he must interpret the rules and regulations of the establishment in the control of those under him, he is to a large extent amenable to these rules himself. At the same time, his duties are such that he cannot be restricted by hard and fast rules and a certain amount of freedom must be allowable. What then is the status of the department head; to what extent is he responsible for his own personal habits and his adherence to rules?

This is the gist of the problem submitted in the March 19 issue of The Review. To make the matter clear, however, it will be as well to quote the question as it was presented in that issue:

"Every store has salespeople and department heads who are not included in the observance of store rules. The latitude which these salespeople have in handling their departments leads to freedom from rules.

"Some rules are not listed. The firms are unable to define exact rules to apply to all. Some conditions cannot be covered by printed rules.

"Should department heads be held responsible as an example to fellow employees on the following:

1st Deportment.
2nd Financial Standing.
3rd Social Connection.
4th Traveler's Friendships.
5th Deference to the Firm."

Many excellent replies were received from which the best have been selected for publication. They are herewith presented.

DEPARTMENT HEADS ARE RESPONSIBLE.

To be successfully conducted, every business must have rules for the guidance of its employees, and hold the employees accountable for the observance of the rules. There would be general rules which should apply to all employees, and in addition, special rules for the guidance of junior salespeople, buyers, and department heads in their general different services in connection with the business.

The oversight exercised over a junior and the rules to which he would be expected to conform would be very different from the rules laid down for the guidance of the head of a department and the comparative freedom under which he would serve, but each in their different positions ought to be held strictly amenable to the rules given for their guidance. We think department heads should be held responsible to be an example to fellow employees, in all things which pertain to successful business, and more, we would expect the head of a department to use his influence in directing the conduct and shaping the character of those committed to his care and to endeavor to build them up into first class men.

Are we asking too much of heads of departments? We think not and where they are men of character they will realize their posistion as giving them an opportunity of thus being of service to the employees under them, and to the firm.

In the department, the department head ought to be a model of correct deportment, or how can he expect suitable conduct on the part of those committed to his care? And we would also expect him to carry himself in a worthy manner outside of business hours in order that he might be able to retain his influence during the hours, and in the place, of business.

Financial Standing.—Some people might think the proprietor of a business had no responsibility as to the financial standing of his employees, but we would not hesitate to take an interest in the monetary position of the head of one of our departments, and we give other reasons, as well as the force of his example why he should guard his financial standing.

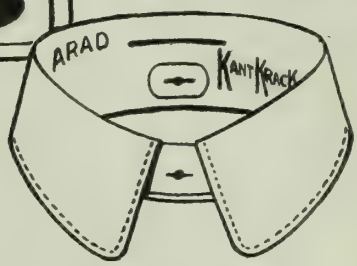
Social Connections. — Man is a social being, and much of success of an employee's work will depend upon the social life he leads, and those in positions of trust should look well after their standing in society, not only that they may be an example to others, but that they may further their own interests, and the interests of those whom they serve.

Traveler's Friendships—The head of a department may well with profit to himself and to the firm he serves, without the friendship of the travelers from whom his firm buys, for he will find many decent fellows on the road, and be able to get much information which may prove of benefit to him and his firm, and an exchange of ideas between them may serve them both but care should be exercised in the choice of such freindship, and nothing said or steps taken which would interfere with his entire independence.

Deference to the Firm—We like the word loyalty when speaking of the relationship which should exist between a firm and its employees, and we think as long as a man continues in the service of a firm he should be loyal to his employers, and in all relations between trusted employees, and their assistants, all

KANT KRACK

COATED LINEN COLLARS



Not best because they are KANT KRACK but because they have the KANT KRACK features which are protected by patents

—the long slit over the back buttonhole giving the necessary spring, thus enabling the wearer to insert the button easily, ensuring long wear—the riveted flap which reinforces the usual weak spot in waterproof collars—the easily cleaned feature (water, sponge, soap). Looks like linen and wears better. *"One grade only and that the best."*

(Made in Canada)

The Parsons and Parsons Canadian Co.

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The Tailoring of Excellence

SEND FOR OUR NEW SAMPLES

Our made-to-measure business, having grown to such an extent, we were forced to broaden our field and extend our facilities for meeting the increased requirements.
We want an agent in every town and city in Canada to handle our line of made-to-measure clothes for men. This is a growing section of the tailoring business, and one which you cannot over-estimate.
Our samples give your patrons a very wide range to select from, and our styles are strictly right-up-to-the-second.
Write to-day for the agency for your town.
Stock Suits made up from your slow selling piece goods—cut, made and trimmed at $5.00 up. **Special $7.50 up.**

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EVANS TAILORING COMPANY

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WHOLESALE TAILORS TORONTO

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates

(Made in France)

Guaranteed for one year.

S. E. Porter & Co.

Sole Agents for Canada.

Complete Stock on Hand

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"Birks Building," MONTREAL

due deference should be shown to the firm in heart, speech and behavior. W. C. Forman.

The Influence of Heads

In all organizations, whether mercantile or otherwise, there must of necessity be a head or controlling influence. Where organizations are large, such as in a departmental store, the head or general management knows that each individual department cannot have his daily personal attention; and, therefore, appoint in each department one out of the number of employees in that department to be head of the department.

Now in appointing such person, the management believes that the head is a competent and reliable person and will oversee and conduct the business of his department to the best of his ability and thus work for the full interest of his employer.

There are certain printed rules laid down in all business houses for the restraint and guidance of its employees. There are occasions, however, which arise when the department head may find it necessary to deviate slightly from these printed rules; such as for instance, your store caters both to wholesale and retail trade. Now your firm have a fixed discount which is allowed off the retail price for wholesale — say 20 per cent. Now you, as department head, are serving a wholesale customer; there are certain lines which you are desirous of clearing out and you, therefore, allow the customer a greater discount than is laid down in the store's rules, this you do conscientiously, and it is to the advantage of your employer that you do the same, but is not as per rules of your store. A head of a department should, therefore, not be bound by hard and fast rules, but should be permitted to use his own discretion in matters pertaining to his department.

There is in all mercantile business a claim as it were, of responsibility which starts from the head or employer, and is continuous down to the parcel boy. To have successful business, this chain of responsibility must be strong. Each link must stand the strain. Heads of departments in all business form the vital link and are responsible for much and should be held responsible by their employer that they may be an example to their fellow employees.

First: In deportment they should be most guarded that they do not either by word or action say or do such things, vulgar or common, which would tend to lessen a junior's respect.

Second: His financial standing should be such, that for example, he will not have a collector calling upon him every now and then to make collection for some debt he owes, which must of necessity give the impression that he is either a spendthrift or does not conduct his personal business affairs in a way which is very creditable. It is most advisable that he have a bank account, be it ever so small, as a great many of our banks permit a check to be drawn on a savings account; and thus the payment of a debt by check is made in a more business like manner and a double receipt for money paid is obtained in this way. Further, having a bank account lends perchance a little prestige. Not long since the parcel boy in our store came to me and picked out a suit of clothes; saying, "I will take this one, but will have to draw the money from the bank to pay for it." I was somewhat surprised that the little fellow had an account, as I knew his pay was small, but on asking him about it he said: "Why each week I deposit two dollars." I told him to ask the cashier at the bank for some blanks; he did so and when he came back from the bank, wrote his first check. He was very proud to write it, but after having written, was very diffident about having it go through the office as he said the boss might think he was paying him too much wages. I assured him to the contrary, however, assuring him that Mr. ———— would but see that he was careful of what he had. A boy or man who can look after his own pecuniary affairs satisfactorily, will in all likelihood look after his employers much more satisfactorily than a person who cannot.

Thirdly: Heads of departments must look to their social connections. It is well to make all the acquaintances you can, but on no consideration make a companion of that person who has an unsavory reputation as "we are judged by the company we keep" and being judged in an unfavorable light is detrimental both to yourself and firm.

Fourthly: Whether or not the head of a department is buyer for his department, it is most advisable that he cultivate the friendship of the travellers who visit your store as the traveller may be able to make little concessions or help you in the selecting of goods and, if on friendly terms with him, he will do this much more readily than if treated as a total stranger.

Fifthly: Department heads should most assuredly be held responsible that they show at all times deference to their firm; it is from this source that their livelihood is gained and if they themselves do not show the firm respect, how can the other employees be expected to show deference to their firm and employer.

Charles D. Ross.

Heads Need More Latitude

The men who are responsible for the successful handling of their departments, are, in the majority of cases, men who have followed the examples of those who were their instructors and employers in years gone by. A man in this position, if he is to make a success of his department, must have a certain freedom which is not allowed to the general staff. Otherwise he cannot command that respect, which is due to anyone in authority. It is the privilege which

(Continued on page 98.)

DANIEL WEBSTER

Defined the word

"QUALITY"

as

"Superb," "Gentlemanly," "Relating to the Excellent"

And he must have foreseen our Line when coining these superlatives. Anyhow, we have taken his definition as a foundation and built his very **Meaning** into our goods, hence our slogan

"All that the Name Implies"

is a true description of

The "QUALITY" Brand Waterproofs

PROVE IT BY SEEING WRITE FOR SAMPLES

Toronto Waterproof Mfg. Co.

30 Wellington Street West

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto

Editor of Dry Goods Review.—"Will you give us the address of a firm or firms making wall board?"

Laidlaw Lumber Co., Toronto; The Beaver Companies, 370 Wall St., Ottawa; North-Western Compo Board Co., 4306 Lyndale Ave., Minneapolis.

* * *

Editor of Dry Goods Review.—"Where can we procure stamped linens and coronation braids?"

Hambly & Wilson, Toronto.

* * *

Editor of Dry Goods Review.—"Kindly give me the names of some firms who make band uniforms to order."

The following firms specialize in band uniforms: Crown Tailoring Co.; Austin Military Tailors, Toronto; Miller Manufacturing Co. make duck coats for Summer wear.

* * *

Editor of Dry Goods Review.—"Where can we procure wooden curtain poles by the foot, also fittings?"

Geo. H. Hees, Son & Co., Toronto; Daly & Morin, Montreal, and Henry E. Hayhoe, Toronto, handle curtain poles and fittings.

* * *

Editor of Dry Goods Review.—"Kindly give us the address of the manufacturer of adjustable display tables."

The Taylor Manufacturing Co., Hamilton; A. S. Richardson, Dale & Pearsall, Jones Bros., and Clatworthy & Son, Toronto; and Oscar Onken Co., 657 4th Ave., Cincinnati, Ohio, make adjustable tables.

Editor of Dry Goods Review.—"Where can we procure a catalogue of the latest in parlor curtains."

Any of the jobbing houses will send you circulars of lace curtain designs, and prices on request. Write Geo. H. Hees & Son, Toronto, Prime & Rankin, Toronto, and R. H. Cosbie, Toronto, for cuts or samples of novelty or higher priced lines. Special designs in arch hangings also carried by several of these firms.

* * *

Editor of Dry Goods Review.—"Can you supply us with the information as to where to obtain some simple machine or plyers that will replace dome fasteners on gloves. We are continually being bothered with people bringing back gloves to have dome fasteners put on, and having to send them away is a nuisance.

If you can give us this information you will greatly oblige."

The United States Fastener Co., 95 Milk St., Boston, Mass., U.S.A., make machines for replacing dome fasteners on gloves.

* * *

Editor of Dry Goods Review.—"Can you tell us the names of firms, who supply perforated and transfer patterns?"

J. H. Olmstead, 37 Galt Ave., Toronto, and Charles Walker, Church St., Toronto, will be pleased to make perforated patterns.

Write any of the pattern houses for designs of hot iron transfers. Any pattern agency can secure them to order or merchants can secure an agency and sell transfers with regular patterns.

HOW ABOUT YOUR SORTING BUSINESS?

A few new lines coming forward every week puts new life and enthusiasm into your salespeople, and is a wonderful help in building up the sales, the profits and a reputation for always having new goods on display.

No house in Canada can be of such service to you during the Sorting Season.

No house in Canada puts forth anything like the same effort to meet your every want during the Sorting Season as we do.

We show all that is new in

Ladies' Costume Cloths

Tweeds and Worsteds for Ladies' Tailor-made Suits

Men's Fine Woollens Tailors' Trimmings

Silk and Satin Linings

We have a big stock of Black and Blue Serges and Worsteds at old prices. "Buy Now."

Nisbet & Auld, Limited

32-34 Wellington Street West, Toronto

Plans and Lay-Out for L-Shaped Store

Men's Wear Department featured in proposed lay-out for new store—Front position in establishment is desirable for this section—Locations and plans for other departments.

Editor of Men's Wear Review:

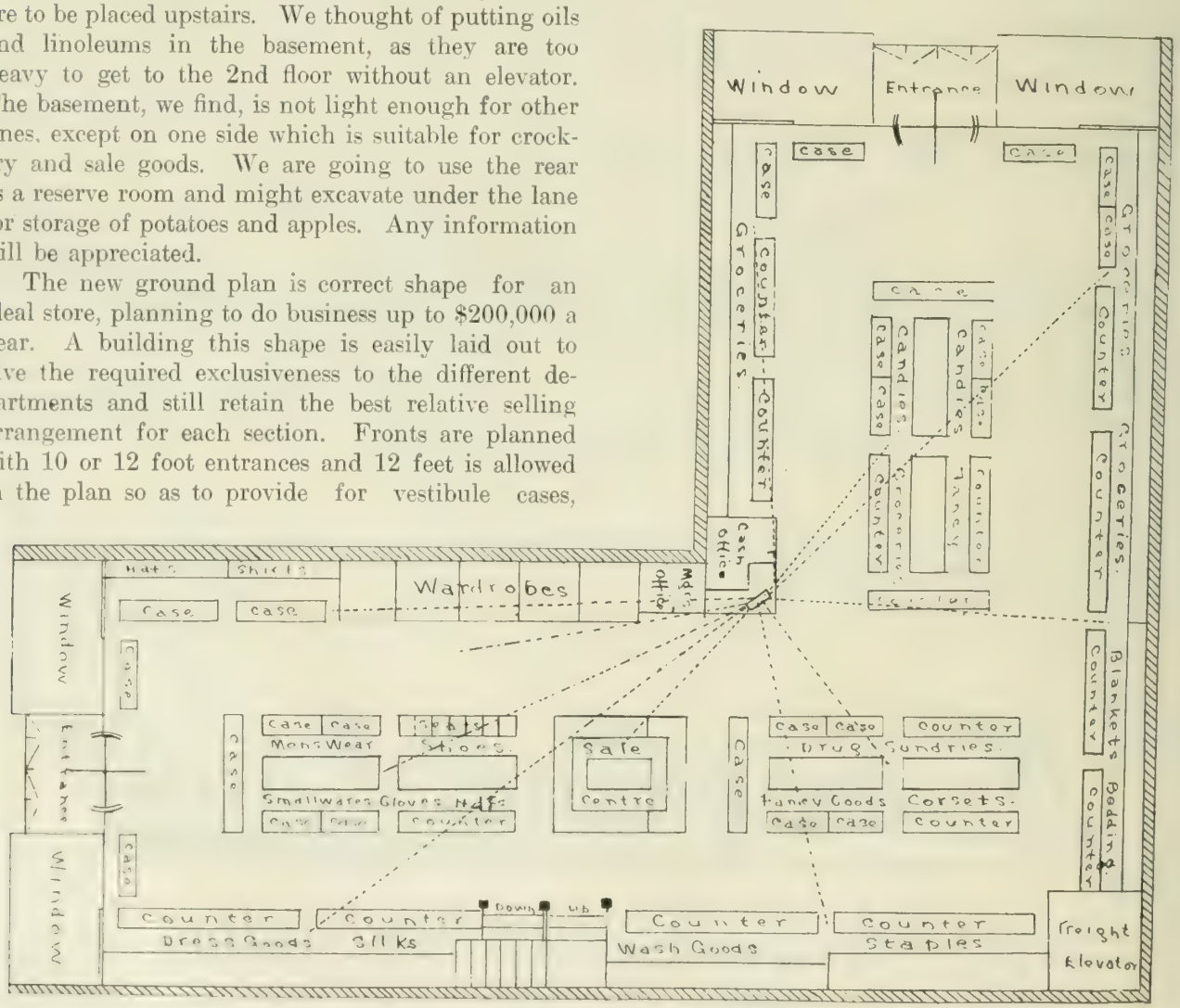
Some time ago we wrote asking about a proposed store plan. The scheme we had in view has fallen through, but we have another now. The ground faces on two streets and is L-shaped. There is 40-foot frontage on one side and 42 feet on the other. The lot is 108 feet deep and 90 feet at the base. We want the main entrance on the narrow front, as the street leads down to the Post Office. We would like some suggestions for convenient layout.

We propose to carry the following lines on the first floor:—general dry goods, men's furnishings (not so much men's as children's and boys' clothing) and wish to add drug sundries and candy departments. We intend to put groceries in the part of the store on the side thoroughfare.

House furnishings, millinery and ready-to-wear are to be placed upstairs. We thought of putting oils and linoleums in the basement, as they are too heavy to get to the 2nd floor without an elevator. The basement, we find, is not light enough for other lines, except on one side which is suitable for crockery and sale goods. We are going to use the rear as a reserve room and might excavate under the lane for storage of potatoes and apples. Any information will be appreciated.

The new ground plan is correct shape for an ideal store, planning to do business up to $200,000 a year. A building this shape is easily laid out to give the required exclusiveness to the different departments and still retain the best relative selling arrangement for each section. Fronts are planned with 10 or 12 foot entrances and 12 feet is allowed in the plan so as to provide for vestibule cases, double door entrance and revolving doors. The show windows are from 12 to 14 feet, which is sufficient for all lines of goods or can be divided into convenient size for small or special goods.

The main floor is divided into side wall and centre circle layout, which gives ample counter, aisle and table space. Proposed counters, cases, shelving and stairway, office and cash system plans are not so much a matter of superior equipment, but the best to give an efficient service. In making the lay-out the size and shape of the floors and the average importance of the different departments in a business of this size are considered. However, some departments may warrant more important location. Changes in section location at seasonable times are also foreseen as far as possible. Sections are adapt-



Main floor layout for an L store carrying a general line of Dry Goods, Men's-Wear and Groceries. The frontages of this store are 40 and 42 feet; depth 108 feet by 90 feet on a lane.

Wholesale Custom Tailors

Wm. H. Leishman & Co.

Limited

OUR Fall, 1913, line is in the hands of our representatives, and will be presented to you at an early date.

If the line you are now handling is absolutely perfect and cannot be improved you, of course, will not be interested in our proposition.

We would, however, like to demonstrate to you the real points of the Leishman clothes that took six months of hard work and a great deal of money to perfect.

Every day brings complimentary letters from many points of the Dominion referring to the superiority of the style, fit and finish of our garments.

Arrange to have one of our representatives call on you with our Fall samples. Write to-day.

Wm. H. Leishman & Co., Limited

119 Adelaide Street West

Toronto

Makers of the Best Tailored Garments for Men

able in the space allotted to each and the amount of space required by those lines which depend on these changes.

MEN'S WEAR SECTION.

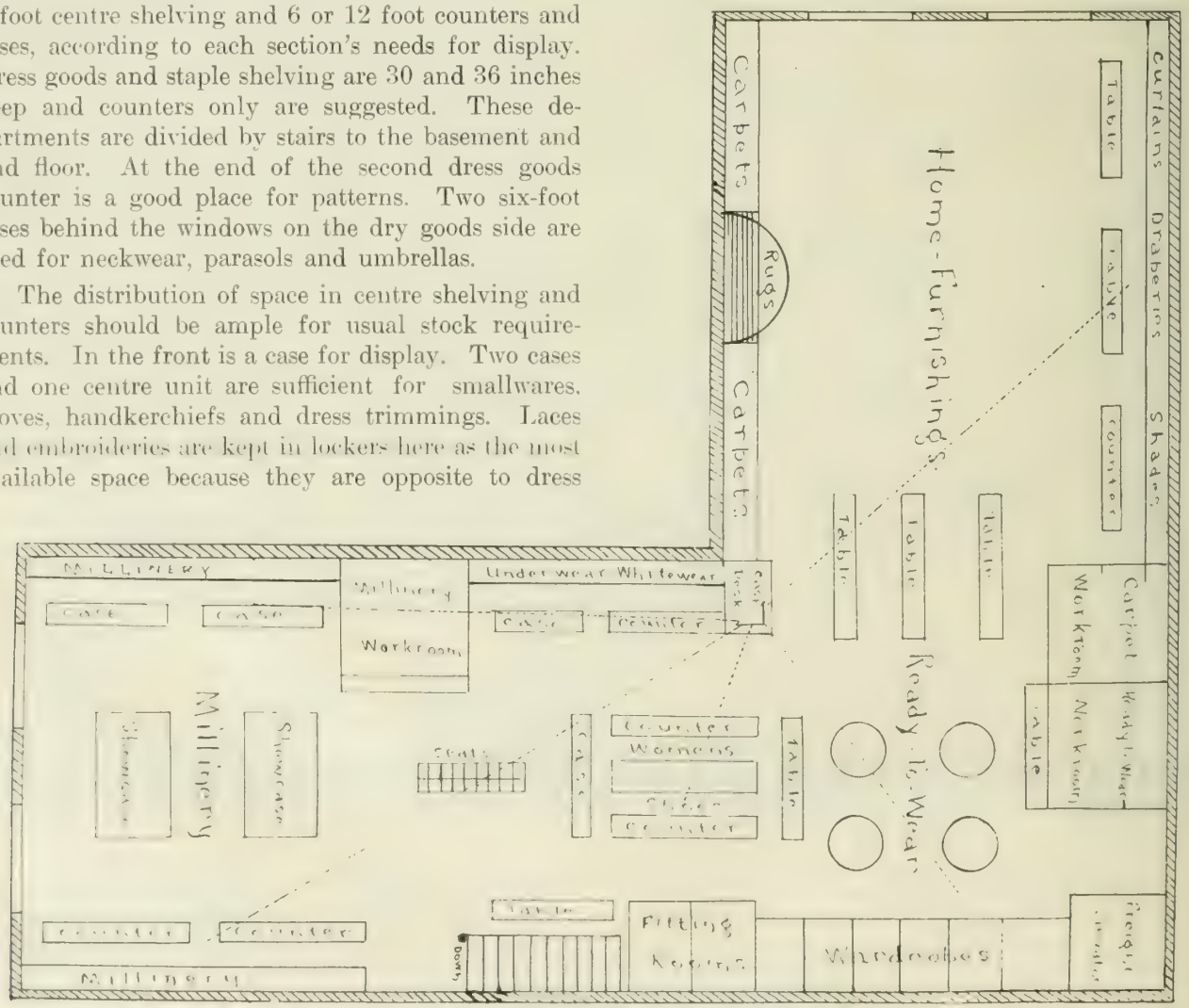
There is just a foot difference in the main aisle space of the front and rear stores. The men's wear section is to the left of the store and to the front because men are sometimes averse to passing other departments. It consists of hat and shirt cases and wardrobes approximately 30 feet long with ten foot cases and plenty of aisle room. The cases here are 27-30 inches wide and the wardrobes 5 feet or less deep, according to the style used. To the left of the entrance, two cases in the centre are reserved for men's neckwear, collars and accessories. Men's shoes are arranged in the space opposite the wardrobes because of the suggestiveness, when selling suits. The advantage of wider space and quieter business is also apparent in completing a sale. Shoes are provided for as, in the previous layout, they were carried.

For the balance of the plan counters and cases are estimated at 30 inches deep and aisle space from 27 to 30 inches as required by different departments. The centre is laid out in squares of 12 feet with a 3 foot centre shelving and 6 or 12 foot counters and cases, according to each section's needs for display. Dress goods and staple shelving are 30 and 36 inches deep and counters only are suggested. These departments are divided by stairs to the basement and 2nd floor. At the end of the second dress goods counter is a good place for patterns. Two six-foot cases behind the windows on the dry goods side are used for neckwear, parasols and umbrellas.

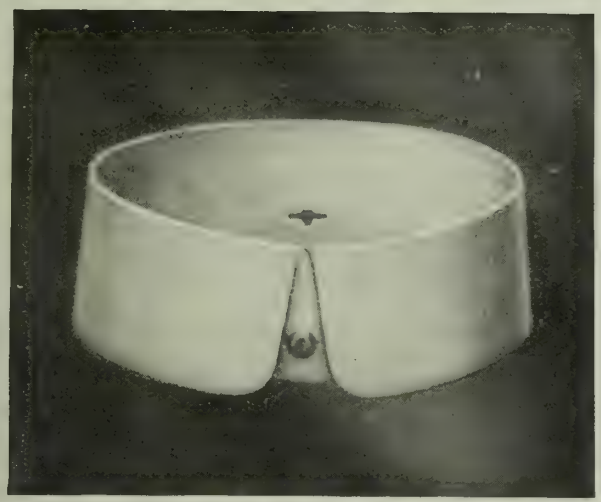
The distribution of space in centre shelving and counters should be ample for usual stock requirements. In the front is a case for display. Two cases and one centre unit are sufficient for smallwares, gloves, handkerchiefs and dress trimmings. Laces and embroideries are kept in lockers here as the most available space because they are opposite to dress goods. A centre sale circle is shown to provide for displaying goods from these sections at seasonable times. This also allows for sale goods from upstairs or for hour or special sale lots.

The same kind of arrangement is put at the rear to stock fancy goods and corsets. Drug sundries are opposite as some of the lines in the fancy goods section are kindred and both can utilize the display case to splendid advantage. This location also adjoins groceries and secures any benefit of business in both sections of the store. To the rear are lockers and tables for bedding or displays of staples at seasons when the demand necessitates the change.

Groceries are confined as a store in themselves so as not to lose any of the exclusiveness of a high class business. The location of different lines is only a matter of good stock-keeping. In the sales-section next the office, 36-inch space is available back of the counter, by putting the counters and cases in line with the front of the cash office. A smart candy department can be designed in the centre square and to this a soda fountain may be added opposite drugs. If this is not feasible, the department includes fancy groceries and confectionery. The case at the front are for feature displays of special lines.



Plan for second floor providing for Millinery, Shoes, Ready to Wear and Home-furnishings Stocks.



PUSH

"Arlington" Collars

They're worth the effort

for every "Arlington" sale means a satisfied customer and incidentally many sales of collars and other furnishings. The Arlington Waterproof collar is a strong link in the chain of successful business. It is the leader of all easy laundering or waterproof collars—never turns yellow. Made in six grades, 4 grades made of coated cloth and 2 grades of solid stock, each superior to any other make at the same or higher price. Send for samples. They are dressy; no linen collar looks neater.

The Arlington Company
of Canada, Limited

58 Fraser Avenue, Toronto

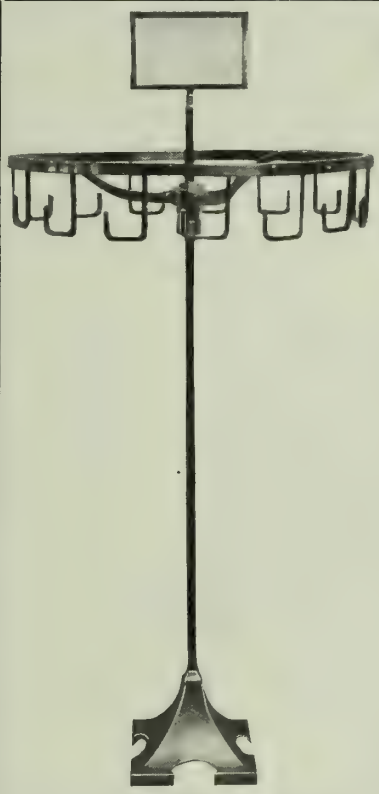
Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

"KING EDWARD" SUSPENDERS

Retail 50 C. Price

Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO



No. 1130 Eiffel Tie Stand.

When Buying Fixtures

BUY THE BEST

They cost no more and will outlive the majority of other makes. The

"Clatworthy"

line is known from coast to coast, and can be relied on for quality and up-to-date design.

Send for our catalogue and see what we have to offer you.

No. 1130 tie stand is for counter display of string ties. Note the beautiful lines of the Eiffel base.

CLATWORTHY & SON, LIMITED
The Largest Makers of Display Fixtures in Canada
161 KING STREET W. - TORONTO, ONT.

LOCATION OF OFFICES.

Private and cashiers' offices are as near the centre of business as possible. Besides a full view of the entire floor is seen. The cash desk is situated at the shortest distance from the important sales departments and 11 or 12 carriers are ample to handle all the business in a store this size. A freight elevator is placed at the back but the space is also good for a central parcel desk. In case the elevator is not installed, an extra stairway from the grocery to the housefurnishings is worth the space needed. There might be an option of reaching this department by the stairway at the rear of the bank. If any other improvement is added, three parcel desks in the centre shelving would facilitate sales and combine with a system for quick service.

Millinery, shoes, ready-to-wear and house-furnishings are arranged on the second floor so as to avoid the least friction, the first takes all the space in front in line with the top of the stairway. A good size workroom is convenient and the shelving, counters, cases and tables shown are enough for any millinery department in an average town. Shoes are stocked in the centre unit and the department has 96 feet of shelving room and 36 feet of case and counter. The fitting seats take up the room some times left between two departments. Whitewear and underwear are between the workroom and the upstairs cash-desk. Corsets are kept in this section by some stores and a duplicate stock results in sales enough to justify the space and extra fitting facilities.

EQUIPMENT FOR READY-TO-WEAR.

Two fitting rooms at least 6x6 feet are necessary to avoid confusion and the quietest place is in rear of the stairway. Coat and suit wardrobes, adjustable racks or rods from the fitting rooms to the end are needed for a growing ready-to-wear department. Circular racks are for dresses, wrappers, underskirts and children's garments. Tables are used for blouses, whitewear and sale goods.

Alteration and carpet workrooms are adjacent on account of the co-operation of these sections, with good management one room and one staff is enough to serve both. The space for piece carpets and rugs and shelving layout for draperies, curtains, shades and fittings depends on the stock more than in any other lines. The tendency is to provide more equipment for rugs are not kept on racks, the next best arrangement is to stand the rolled rugs upright and divide them at intervals by a projecting arm to keep the piles from telescoping. Carpet shelving is 30 inches deep. The bottom shelf is 38 inches high and the balance (not more than two high) are 30 inches. For draperies and curtains the tables are fitted with brass rails. A long rod from the front to the workroom is in the correct light to show these goods. These rods are bound with tape or felt to keep the materials from slipping, when shown. The balance of the stock on this floor is arranged for convenience and best use of the space in serving customers.

The small cash desk and carrier service on this floor is in close touch with the main offices just below. An upright basket chute or cash box and telephone meet all contingencies.

DETAILS OF FIXTURES.

Counters, cases, tables and all wood-work are finished to match and give the best service. On the main floor oak or mahogany counters and cases are preferred. Shelving is painted white or grained in light or dark oak. Fixtures upstairs are preferably mahogany or the departments done in a soft gray. The walls on both floors should be plain ingrain or small design in tan, soft grey or green or period decoration finished with a light ceiling and a neat conventional border. Hardwood floors and rugs or heavy pile carpet in green, tan or grey are usual on the millinery and ready-to-wear floors. Of course, a high-finished hardwood floors the best back-ground for carpets and rugs. The cost of putting this down is not great and the extra sales and enhanced appearance of the goods are a quick return on investment.

There are numerous lighting systems. Tungsten in different styles are mostly supplied by the electrical people. On the second floor, round globe or semi-diffusing fixtures are used with tungsten lamps. The most approved window lighting fixtures are invisible from the front and light the space in

(Continued on page 98)

ANY THING FOR ME THIS MORNIN? $1.
NOTHIN' BUT THIS CHEAP RAKE AND HOE AN' A LOT OF GROCERIES WOT YOU BOUGHT DOWN IN THE CITY!!!
PARCEL POST STAMPS
—Pittsburgh Post.

An embarrassing situation.

THE ROYAL BRAND COATLESS SUSPENDER

As the days lengthen out and the thermometer registers a higher temperature, the coatless man will become a familiar sight everywhere. No man likes to be bound down by conventionalities, and the first thing he does when too hot is to remove his coat.

More men would enjoy this pleasure and comfort if they could either go without suspenders or get comfort promoting coatless suspenders—the Royal Brand Coatless Suspenders, that are easily attached, stay in place without irritation or hampering freedom of action.

They are absolutely invisible and are adjustable at front and back. They are the essence of genuine satisfaction. Made in two styles and qualities, 2 point and 4 point.

Write for prices.

We are the sole manufacturers of Peerless and Fit Rite Braces. Also garters and arm bands and leather belts.

The CANADIAN SUSPENDER MFG. CO., TORONTO
92 Peter St.

OLD PRICES ON NEW FLANNEL SHIRTS

PLACE ORDERS EARLY

BY placing your Fall and Winter orders for Deacon Flannel Shirts now you will be taking advantage of the old prices—later the effect of the advance on raw material will be shown in a sharp advance on the finished product.

The Flannel Shirt will be more popular this Fall than ever before. Our range of samples is at your command. Among other lines we are showing:
Military Flannel Shirts, with reversible collars, at $13.50 and $15.00 per doz.
Plain Navy Blue Flannel Shirts, with Reversible Collars, at $12.00, $12.75, $15.00 and $18.00 per doz.
Plain Grey Flannel Shirts, with Reversible Collars, at $9.00, $10.50, $12.00, $13.50 and $15.00 per doz.
Special Heavy Black Serge, with attached collars, at $8.50, $9.00 and $10.50 per doz.
Tweeds, Meltons, Serges, Drills, Sateens, Oxfords, Khaki Drills and Serges.
Travellers are now on the road. We guarantee every shirt.

THE DEACON SHIRT CO., BELLEVILLE, ONTARIO

Parcels Post Bill Will be Introduced Shortly

Notice is given in the House of Commons by the Postmaster-General—It is promised that the interests of the retailers will be protected — How the system has worked out in Australia.

OTTAWA. — Following his announcement made in the House some weeks ago, the Postmaster - General gave notice to-night of bills "relating to the parcels post" and "to provide for more advantageous conditions for telegraphic communications between Canada, the United Kingdom and other parts of the British Empire."

Mr. Pelletier has been studying the parcels post question and the possibilities of improving cable relations for the past year. He is not ready yet to outline the legislation which he intends to introduce, but it is known that the general plan decided upon is that of the zone system, as adopted in the United States. The system will be operated on a progressive scale, the rates being adjusted according to distances of, say, 50 miles, 150 and so on. The department is working out the details with a view to the protection of the retail merchants at home. The success of the proposed system depends to a large extent upon the arrangement to be made with the railways and other transportation companies, and this phase of the question is being worked out now between the department and the transportation companies.

WILL ADOPT UNITED STATES SYSTEM.

The department has been closely watching the operation of the new parcels post law of the United States, and at an early date asked for a report of the working of the system. With this report in their possession, they will be in a position to adopt such features of the United States law as are applicable to the somewhat different conditions of Canada, while avoiding any mistakes which may have been made on the other side. The plan which the Minister will announce to the House will show that the whole question has been approached in a business-like way and dealt with upon a business basis. The 14,000 postmasters in Canada will become agents of the parcels post delivery, and the benefits of the system will be extended to those points not now reached by the express companies.

Since the inauguration of the United States parcels post system the Canadian department has had to handle an immense amount of parcels post matter which has come into Canada, and has had no benefits in return. With the system of Parcels Post in operation in Canada this unfavorable situation will discontinue.

The proposed change in regard to the cable service is an important one, and involves the establishment in Canada of a board similar to that in Great Britain. The board will have charge of the landing licenses, so that the landing licenses will in this way be controlled in each case within the Empire.

In connection with the agitation in this country for Parcels Post, it will be interesting to note that the system in Australia is arousing strong complaints among the merchants.

The great trouble in Australia seems to have been that the flat rate system was instituted. It has thus been possible to ship goods thousands of miles at extremely low rates.

In this connection we quote from the Queensland Storekeeper:

It is significant that to the first issue of the Queensland Storekeeper, several country subscribers contributed matter dealing with the mail-order system as it affected them and their business. It is still more significant that the majority of answers to our recent special campaign dealt more or less strenuously with the evil effects that the mail-order system has wrought upon country traders and their work. In this article there is no intention of attempting to set up a case for the Queensland country trader. Overwhelming evidence has already been adduced to show that certain city houses reap an undue benefit from the operation of the Postal Act, and that that undue benefit is reaped wholly at the expense of the country trader. In addition, at the Convention of Storekeepers held in Brisbane last August, not one voice was raised in favor of the mail-order business, and every trader who spoke, spoke in terms of strongest condemnation of it. Figures were quoted to show that more than half of the mail-order pay-on-delivery business of the Commonwealth comes into Queensland, the official figures roughly proving that thirty-eight seventieths of such trade is shipped to this our Northern State.

At the Conference of storekeepers, one speaker said: "It struck him that it could be of value to know what the State Government had done in its endeavor to mitigate what was looked upon as being an evil in the Federal control of the pay-on-delivery system. In connection with the railways here, he found the value of the parcels carried by the pay-on-delivery system was between £3,000 and £4,000 per annum. The number of parcels might be given roughly as somewhat about 5,000. However, it was useless to blame the 'mail-order houses' for making use of the system, but a strong case could be made out that the system pressed very unjustly on the country trader, if that case were properly presented to the proper authorities doubtless a measure of redress would be the result. The mail-order business was a growth from countries where there was no competition such as there is in Australia. It came from countries where there were towns surrounded

Success
COLLARS
MADE IN CANADA
COLLARS
Here is the Success "Strathcona" - a good comfortable Double-band collar -well made and well finished.
This is the big steady seller—It is the popular line. Made to retail at 2 for 25c.
Ask your Wholesaler to show you the complete Success line.
The Canadian Converters Co.,
LIMITED
Montreal
-2

by outlying districts, but those towns did not come into competition with each other. And so the pay-on-delivery system, as far as it affected those places, only made it easy for the people in the outlying districts to trade on the same terms as those in the heart of the city, but it brought none of the cities into competition with each other. In Australia and America the effect of the mail-order business was to bring the city trader into direct and unfair competition with the country trader. It gave the city trader a differentiation of rates which the country trader did not enjoy. It cost just as little for a retail parcel to be carried 1,000 miles as it did for two or three miles. That was considered by very many competent judges to be an advantage in the hands of the big houses in Australia, to be used detrimentally to the interests of the country traders. The State Governments should protect the small traders by giving them advantages sufficient to counteract those held by the mail-order houses, and thereby establish equal opportunity of trading. That might be partly effected by the advocacy of a system of a differentiation of rates on the railways. It was necessary that this association should make strong representations to the Commissioner for Railways in order that they could effect a means of rapid transit of wholesale orders. A man paying £20 or £30 in freightage had to wait two or three weeks for a wholesale consignment on the railways. The retail parcel, for which, perhaps, only a shilling postage was paid, was delivered by return post. That was unfair. That was the point of view from which they should fight this matter. He had read articles in the Australian Press and American magazines, pointing out that the country traders should concentrate their efforts to get into touch with their customers. It was said that, in that way, the country traders could successfully compete with the town firms. He did not think that could be effected, unless the town and the country traders could start off the same mark.

Responsibilities of Heads of Departments

(Continued from page 86)

makes the difference between them and shows to the clerks in general the advantage of becoming one day the head of a department and helps stimulate their ambitions for that end. The successful department head knows that his actions are watched, his methods of doing business taken as examples to follow. He knows that to be a first-class buyer is one thing and to be a first-class head of a department is another, for he has to use a great deal of tact in all he has to do with his clerks lest they misconstrue his actions. Thus by his examples he holds their respect. He influences their actions, and so gains a hold over any conscientious clerk that in the end brings credit to himself. His deportment will either attract or repel those with whom he comes in contact and will directly or indirectly affect the results of his department one way or the other. If a man takes advantage of his position in any manner either by officiousness or discourteous treatment of those under him or with customers, his clerks will think nothing of doing the same in their position. There are lots of sales lost through salespeople being more or less nervous of their ability to land a sale through the overbearing manner of their superior. He certainly should be held responsible as an example of neatness, business ability, tact and courtesy in addressing a customer or clerks.

FINANCIAL STANDING AND SOCIAL CONNECTIONS.

There is no doubt whatever that a good financial standing and social connections have great weight with everyone, especially from a business standpoint. A man whose habits are good would naturally be a force for good and the whole tone of his business relations would be keyed by the same. On the other hand a man who has doubtful habits, not to say bad, would naturally lower the tone of a store and would react, directly and indirectly, on his subordinates.

In reference to *Travellers' Friendships*. There are legitimate friendships as well as those which are used for selfish ends. Once let a clerk get the idea that the latter is being practiced and the buyer will either fall in his estimation or the clerk will follow his example when the opportunity presents itself, believing it to be a general practice. For this reason the old adage will hold good: "Example is better than precept," and so during business hours treat all commercial men in a business-like manner.

DEFERENCE TO THE FIRM.

The department head is most decidedly responsible as an example in deference to the firm. Even if a man is superior in many respects to his employer, his policy should be to treat him with the respect due his position as such. One cannot be too emphatic in expressing his opinion on this subject, it being one of the main features of a successful business. An employer does not always inspire respect but whatever his faults there is no excuse for an employee, whether manager or subordinate, showing anything but absolute deference to his employer.

It is up to the head men of departments to set the example and accept the responsibility of same.

Plans and Layout for L-Shaped Store

(Continued from page 94)

indirect rays, which are diffused but not reflected by the goods on view.

Basement fittings are simple for a sales department and consist of tables and side-shelving, simply to show goods not stock them. Oilcloths and linoleums sell as well in this part of the store as in the carpet and homefurnishing departments.

Crescent Shirts

FALL ANNOUNCEMENT

Better than Ever **Our Fall Showing will be par excellence**

Flannels and Taffetas are a very special feature in all grades and prices, **$9.00** to **$36.00.** Also the famous Viyella Flannels. Superior workmanship in all garments.

Wait for our representative, it will pay you.

Crescent Manufacturing Company, Limited
2 INSPECTOR STREET - - - MONTREAL

THINK OF IT!

S. D. COLLARS

are as Dressy as Linen Collars and need no laundering. Simply wipe with damp cloth. Every day brings new friends for the S. D. Collars, because they have every quality of the linen starched collar without the expense. For long service, style and satisfaction they are unequalled.

Made in linen, gloss and dull finish. Sold in half sizes 12 to 18.

Write for catalogue to-day.

The Smith-D'Etremont Co., Ltd.
1475-77 Queen Street W. - Toronto

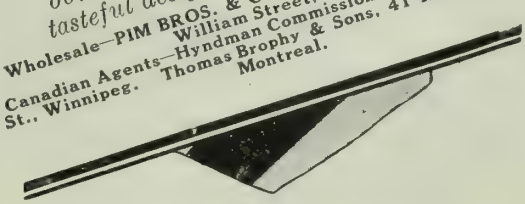
PIM'S
IRISH POPLIN

For Distinction, Refinement, Durability, select

PIM'S
IRISH POPLIN TIES

They are the most fashionable Ties obtainable, and present a wide range of tasteful designs in self colors, stripes, etc.

Wholesale—PIM BROS. & CO., Irish Poplin Manufacturers, William Street, Dublin.
Canadian Agents—Hyndman Commission Co., 156 Lombard St., Winnipeg. Thomas Brophy & Sons, 41 Herald Bldg., Montreal.



IT WILL PAY BUYERS

to purchase their wants from manufacturers and wholesalers advertising in the "Review." They represent the good houses in their particular line.

Progressive manufacturers usually have the best values. Progressive manufacturers advertise.

Your Boys' Clothing Business

will be built up by stocking the line of goods that will please the boy. The neat, stylish appearance of Lion Brand Boys' Clothing catches the fancy of the youth instantly and the quality and wear of the material pleases the mother.

Capture the boys' clothing business of your town by stocking this profit-pulling line.

Write for catalogue.

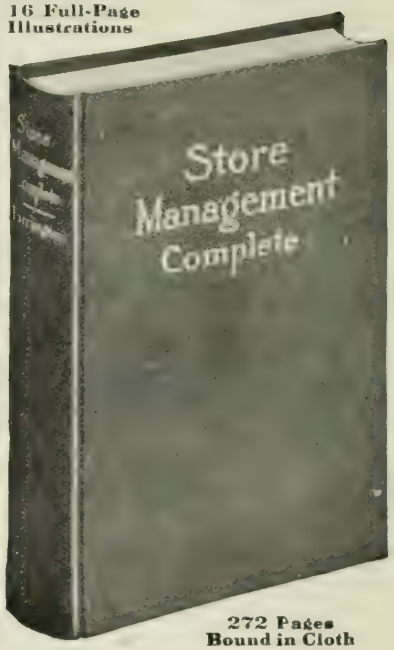
The Jackson Mfg. Co., Clinton

FACTORIES:

CLINTON GODERICH EXETER ZURICH

Store Management—Complete

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK BY FRANK FARRINGTON

A Companion Book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

Saskatchewan's Business Men's Convention

Regina May 5, 6, 7, 1913

Hundreds of delegates expected. Papers on subjects of practical importance to retailers will be given by experts. Free discussion. Proposal to form Provincial Association will be submitted to the Convention. Great attractions organized for delegates, including automobile trips, banquet at Parliament Buildings, and theatrical entertainment. Delegates will obtain reduced fares by signing standard certificate at any railway station in province of Saskatchewan. A good time in store for all visitors.

Write for full particulars, to General Secretary.

A. M. NICOL, 503 New Leader Building, REGINA

Dr. Neff's Health and Comfort Promoting Underwear

Strong wearing without harshness of texture.

Dr. Neffs' underwear comes to the Canadian trade as the harbinger of a new era in the wool underwear business. It is of a delightfully soft texture, yet firm and of great service. Next Fall should see this famous perfect fitting underwear in your stock—two-piece and union suits.
Send for samples.

THOMAS WATERHOUSE & CO., Limited
Ingersoll, Ont.

Messrs. Mosey & Urquhart, Toronto, agents for Ontario; John W. Peck & Co., Winnipeg for Manitoba, Saskatchewan and Alberta, John W. Peck & Co. Vancouver for British Columbia and the Yukon.

THE HIT OF THE TRADE

44 Shades in $4.50, $6.50 shapes, 7 day delivery.

Use the show card as above, 14 x 11, 4 colors and embossed

Neckwear Department

Crescent Mfg. Co.
Limited
MONTREAL

"STAR BRAND"

range of Fall Shirts has carried off the popularity cup of Canada.

A GRAND RECEPTION EVERYWHERE

Right from coast to coast, wherever it has been shown, "Star Brand" range of Fall Shirts has been tendered an unstinted reception. The best stores in the country have given it the glad hand, for never have we offered such an unlimited variety, such noteworthy value with so much really snappy style in any one range as we are showing in our Fall and Winter 1913-14 line.

Place your orders now and reap the benefit of quick, profitable sales in your Fall business. See the samples now.

Van Allen Co., Limited
HAMILTON, ONT.

CONDENSED ADVERTISEMENTS

FOR SALE

FOR SALE—NICE CLEAN STOCK OF DRY goods about Five Thousand Dollars, in good town in Alberta. Good business to be done. Good reasons for selling. Address Box 2, Dry Goods Review.

SITUATION WANTED

FIRST CLASS CLOTHING AND FURNISHing man, seven years with present employer, wishes to make change. Age 22, single. Proficient in salesmanship, window trimming and card writing. In charge of buying for three years. Salary wanted in Ontario, $1,200.00 yearly or in the West $1,600.00, with opportunity for advancement. Present salary, one thousand per year. Box 3, Men's Wear Review.

AGENT WANTED

LACE AGENT REQUIRED BY PLAUEN lace factory. Well introduced gentleman with experience preferred. Offers, stating full particulars, to Box 26313, T. B. Browne's Advertising Offices, 163 Queen Victoria Street, London, England.

AGENCY WANTED

ADVERTISER NOW IN CANADA WHO IS about to establish an Agency in London, England, would like to hear from firms requiring representatives on that side. Apply Box 4, Dry Goods Review.

MISCELLANEOUS

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

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Watch the Advertisements

The proprietor of one of the largest stores in Western Canada told one of our representatives this week that he always reads the advertisements, and passes the "Review" on to buyers in the different departments. He finds it pays him to keep in touch with goods offered in advertisements in the "Review."

The Review is now giving a service with its two issues each month that is impossible with a monthly paper. You will always find the news first in **"The Review."** The paper that does things.

Reid's Kerchiefs

In Safety Sealed Packages

HANDKERCHIEFS
RETAIL
AT

1 for .10c.
3 " 25c.
2 " 25c.
3 " 50c.
1 " 25c.
3 " $1.00
1 " 50c.

Soft Laundered
—ready for use.

Qualities Guaranteed

SOFT LAUNDERED
A.T.REID
HANDKERCHIEFS
A.T. REID CO. LTD
TORONTO

With Reid's Handkerchiefs you are furnished free a handsome case and display rack similar to that above illustrated. It has been thoroughly demonstrated that this idea is a great help in increasing sales—in many cases it has trebled sales.

The display cases are made of Mahogany or Circassian Walnut. The kerchiefs boxed according to prices in sealed packages that assure cleanliness and thus prevent stock from deterioration.

With every **$50.00** purchase a complete outfit consisting of Case Rack, Price Tickets and Signs is furnished free.

Immediate delivery. Select qualities to suit your trade requirements. Our prices allow you a very good profit.

A. T. REID CO., Limited

TORONTO

Sole Makers of "REAL BENGALENE" NECKWEAR Pure Silk Knitted Cravats The Famous Hantide (formerly Duplex) **Dress Tie**

The strongest shirt-selling feature that has come out for many a year—in fact,

"The greatest thing that ever happened to a shirt" is the

TOOKE PATENT NEK-GARD

It protects the neck in front as well as in the back—

The collar button goes in or out with usual ease—

The button cannot touch, cannot soil, cannot pinch your neck—

The NEK-GARD is not affected by laundering.

In your window and counter displays, and in your newspaper and circular advertising, make a strong feature of the TOOKE Patent NEK-GARD. There is business in it.

TOOKE BROS., Limited, Montreal

Manufacturers of Shirts, Collars and Neckwear
and Importers of Men's Furnishings.

TORONTO WAREHOUSE:
58 Wellington Street West.

WINNIPEG WAREHOUSE:
91 Albert Street.

MEN'S WEAR REVIEW.

MAY : : 1913

THE MACLEAN PUBLISHING COMPANY LIMITED

PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO

SUBSCRIPTION PRICE $1,00 A YEAR

SPECIAL PROCESS

GUARANTEED UNSHRINKABLE

PRE-SHRUNK

CUSTOM MADE

No Size

EVERY IMPROVEMENT FOR

COMFORT AND WEAR

BEST SEA-ISLAND COTTON

TRIPLE STRAND—WARP AND WEFT

Have you the agency in your town for Miller Brand Unshrinkable Duck Coats?

THEY HAVE FEATURES FOUND IN NO OTHER AND WILL BE HEAVILY DEMANDED BY THE BEST TRADE

The new Miller Brand Unshrinkable Duck Garments are the only absolutely unshrinkable duck garments made- and are the only ones with which you can depend upon to satisfy your customers.

They are made from the very best duck of selected South Sea Island Cotton which has been especially pre-shrunk and tested for maximum wear. In addition it is put through our special cold water shrinking process which absolutely takes out every vestige of shrinkage and allows us to **guarantee every garment absolutely unshrinkable and shape retaining.**

Each garment is made by experts thoroughly trained and must be perfect under our rigid inspection tests or it is not passed.

Every possible feature and improvement is embodied in their make-up—among which are those shown in the chart below, viz.:—The wide French facing, the wide military braid covering button fasteners, pearl buttons the adjustable cuff, the underarm reinforcement and deep shoulder, curtain (bearing the guarantee label), double stitched seams and well tacked pockets with pencil division—

In fact, everything that can be devised to make

Miller Coats Best In Every Way

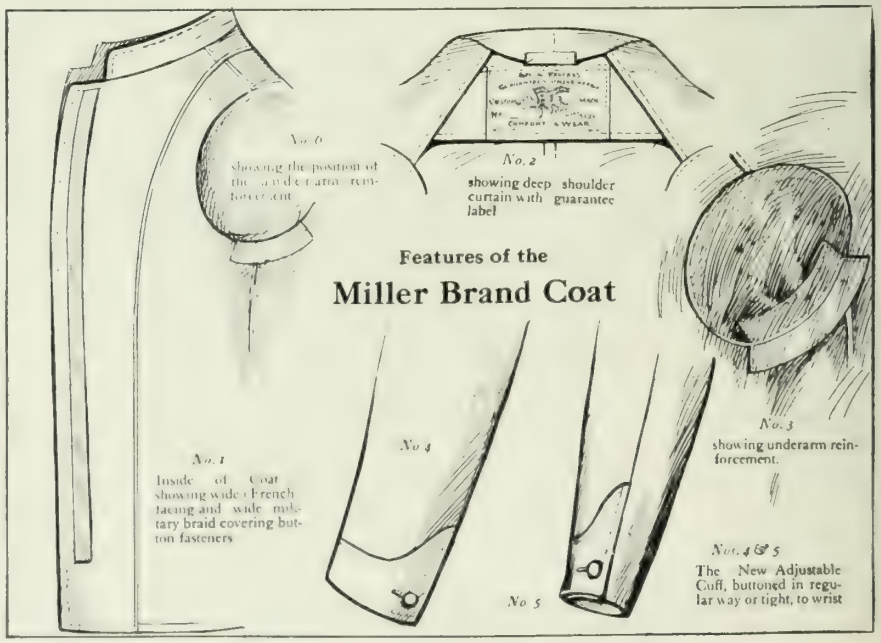
and the most comfortable and best fitting garment made

There are ten styles to select from, all to be retailed everywhere at $2.00 each with one cost to all, $18.00 per dozen.

Write for the agency for your town **now, before someone else gets it.**

The Miller Manufacturing Co., Limited

251-3 MUTUAL ST., **TORONTO**


No. 6
showing the position of the underarm reinforcement
No. 2
showing deep shoulder curtain with guarantee label
Features of the
Miller Brand Coat
No. 1
Inside of Coat showing wide French facing and wide military braid covering button fasteners
No 4
No 5
No. 3
showing underarm reinforcement.
Nos. 4 & 5
The New Adjustable Cuff, buttoned in regular way or tight, to wrist

How Often Do You Change Your Windows?

Here is a problem of deep importance for the display man and for the heads of departments who must depend for results to such an extent on display publicity. How often should displays be left in the windows to get best results?

This question can best be answered under three heads:

1. How long should regular merchandizing displays be left in?

2. How long before a special sale should displays relating thereto be put in?

3. How long should special trims, backgrounds, etc. be used?

For the best practical replies to these questions The Review will pay from $2 to $5 each.

All replies must be in by June 14. Address Editor Dry Goods Review, 143 University Avenue, Toronto.

View of the furnishings department of Montreal's new store.

Elaborate Fixtures and Devices

A description of the new store of Store is situated in a strategic spacious—Show cases installed and trying on—Other devices of

WITH ABOUT 100 feet of window and entrance space, a lofty ceiling, abundance of light and the most modern fixtures, the new clothing and haberdashery store of Rod. Sangster, Jr., corner of St. James and St. Francis Xavier Sts., Montreal, seems to answer all the requirements of an up-to-date men's store.

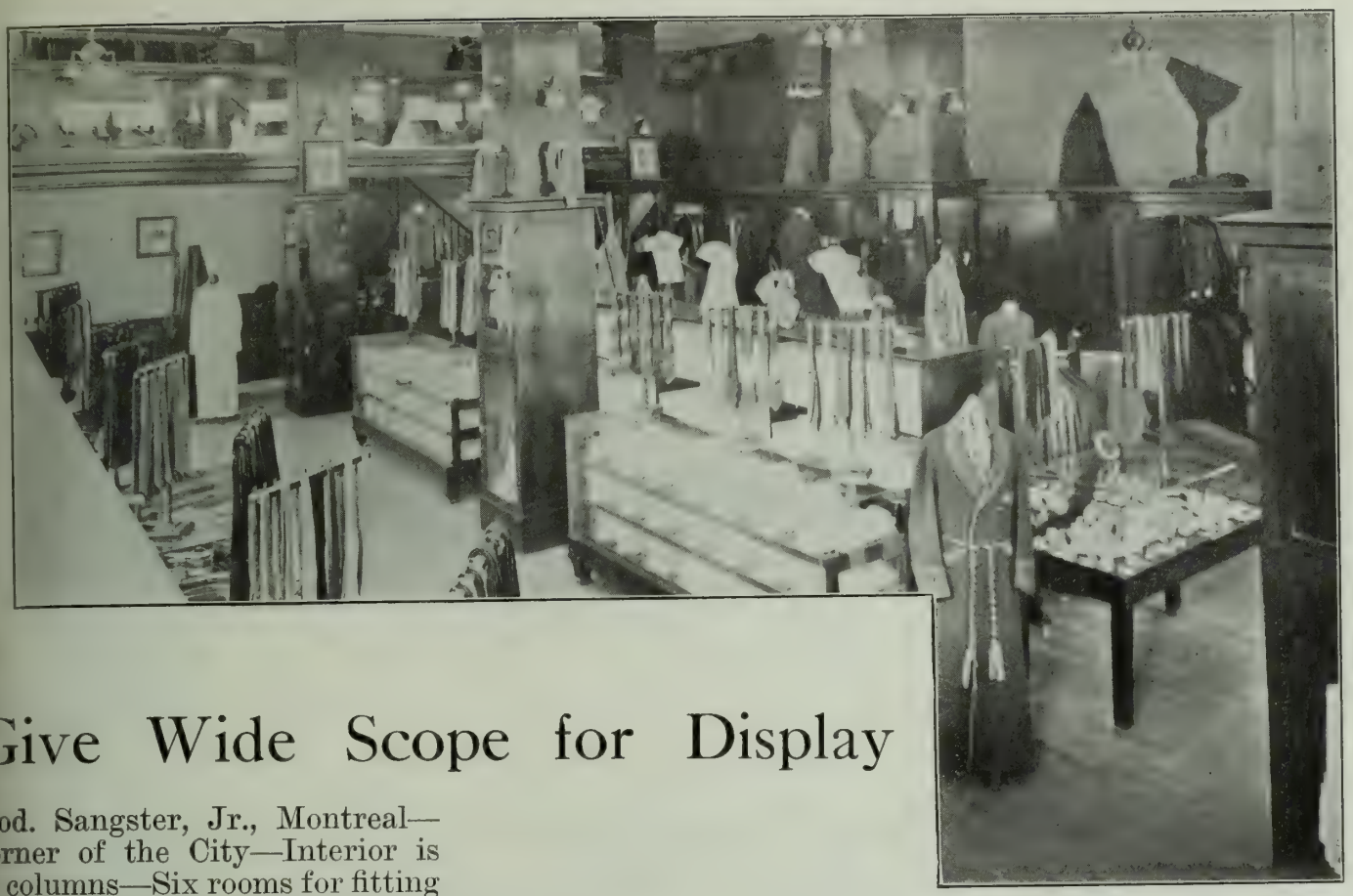
It is situated in a strategic position of the financial district, with the huge Transportation Building on one corner, the Dominion Express skyscraper on another and the remodelled General Post Office on the third. In order to better familiarize the store in the minds of the business men, Mr. Sangster has adopted the title: "The Post Office Corner," and this name appears on all advertising for the store, even the letter heads bearing this heading.

Semi-ready Clothing and R. J. Tooke shirts and furnishings are handled. Mr. Sangster gives his personal attention to the clothing department, while the furnishings section is looked after by Mr. Temple.

The store has a frontage on St. James Street of 46 feet, with a wide square entrance and windows on either side, 17 and 14 feet long respectively. These windows are about six feet in depth and afford a splendid opportunity for some attractive trims. Over the entrance is a massive steel and glass canopy of a pleasing design. On the side of the building, along St. Francis Xavier Street, are five show windows, three about 9 feet long and two about eight feet, while a side entrance is flanked by angle show windows. The windows are all encased with a liberal allowance at the top for the free entry of light from the street.

The first impression on entering the store is the spaciousness of the place. There is plenty of room about the showcases and fixtures, the ceiling is unusually high and the goods are most attractively arranged amid fittings of solid mahogany. The entire finishing of the interior is in mahogany, while the electroliers are of antique brass, and the wall cases are fitted with cut glass knobs. One of the most striking features of the store is the manner in which the goods are displayed. Handsome plate glass silent salesmen showcases occupy advantageous positions and the six columns, which support the ceiling, have been converted into shallow show cases to about half their height. These have one, two, three or four glass fronts, according to location, and they offer a splendid chance for some inviting unit trims. Above the show cases the columns are finished in mahogany with bracket lamps to match the electroliers.

Immediately on entering, across the front is a showcase containing jewelry and dress accessories—



View of the clothing department of the new Sangster store.

Give Wide Scope for Display

Rod. Sangster, Jr., Montreal—corner of the City—Interior is in columns—Six rooms for fitting a modern description installed.

cuff links, scarf pins, collar buttons, etc. To the left is the furnishings department, collars, ties, shirts, underwear, etc. On the right is the clothing section, with Welch Cabinets for coats and trousers, the coat cabinet having a revolving floor so that every garment is readily accessible. Plain colors and staple lines are shown in this case. Along the right wall are the clothing wardrobes. These are arranged in a series of six rooms, each about 8 feet in depth by 6 feet wide. Each room is fitted with four stationary rods, holding 50 suits each, or 200 suits to a room, a total capacity of 1,200 suits or about half that number of overcoats.

The rooms are lighted automatically as the doors are opened and the salesman steps inside and selects a number of garments to be shown to the customer. In discussing the selling of clothing with Mr. Sangster, he said it was their practice to try to ascertain from a customer some idea of the kind of suit he wished to buy, as to price, color and style, and then to bring out say half a dozen suits for his inspection. This was more satisfactory than inviting the customer to look at fifty or a hundred garments, as they hung on the rods, as they usually were confused and found it harder to make a selection from so many patterns and shades. With a few carefully selected suits, after getting an idea what he wanted, sales were more easily made.

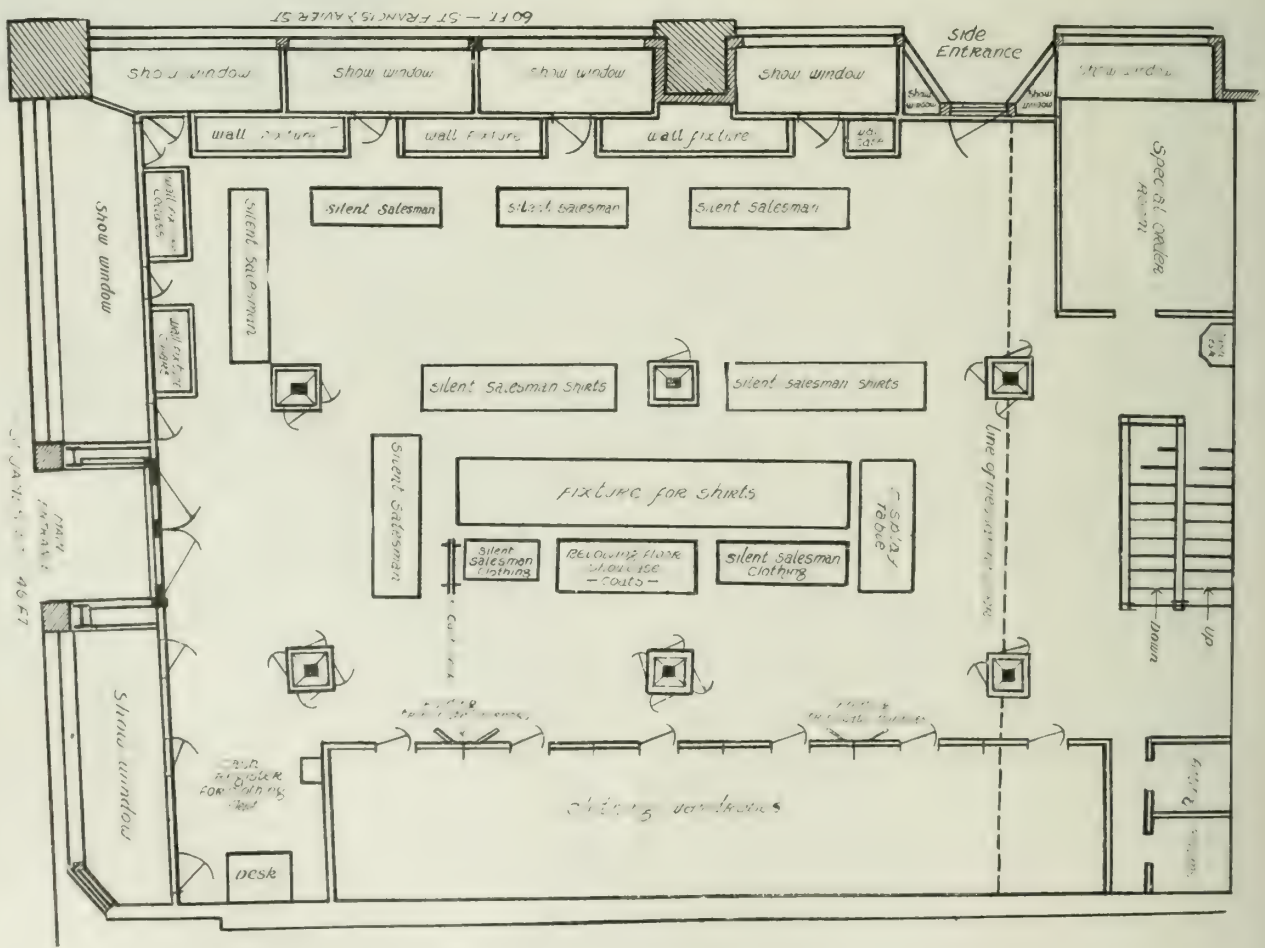
Two triplicate folding mirrors are located in the walls of the wardrobes, and these are so arranged that they fold so as to form a panel to match the woodwork of the fixtures when not in use. It also effects an economy in space. Ledge trims and showcase displays are changed frequently, sometimes twice a day, so as to give the store a fresh inviting appearance not only to customers, but to the salesmen themselves. At the rear of the wardrobes are two fitting rooms where clothes may be tried on and necessary alterations arranged for.

At the rear of the store, on the left is the Special order room, where samples and charts for the special order department are on view. It is proposed to make room for this department elsewhere, however, and to devote the space to a hat and cap department for which it would be well suited.

Across the rear of the store, for a depth of twelve feet, is a mezzanine balcony, fronted with showcases about two feet deep and nearly four feet high. This balcony is divided and about one-third utilized for offices and the balance for a workroom and alteration department. A gas-heated pressing machine has been installed and Mr. Sangster states that the machine is saving him about three dollars a month on his gas bill. He says he has saved the price of the machine in the year he has had it and he would not think of going back to the old system of heating the irons on a gas stove.

Continued on page 85

An exterior view of the new men's wear store of Rod. Sangster, jr., Montreal.



Plan of t he new Sangster Store.

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review, or Men's Wear Review, 143 University Ave., Toronto.

Editor Dry Goods Review:—"What firm makes "Queen" coat forms.

Universal Pad Co., Berks & Howard Sts., Philadelphia, Pa.

* * *

Editor of Dry Goods Review:—"Please tell me where I can procure artificial silk shawls and scarfs from German manufacturers."

Can anyone supply this information?

* * *

Editor of Dry Goods Review:—"Would you kindly let me know where I can buy large umbrellas such as are used on delivery wagons?"

We have advised D. Pike Co., Limited, Toronto, to send you prices and other information about their wagon advertising umbrellas.

* * *

Editor Dry Goods Review:—"Where can we procure moderate price window stands for blouses?"

We refer you to the fixture houses advertising in our Art of Display department. Any of these houses can supply you.

* * *

Editor of Dry Goods Review:—"We are anxious to get hold of the best stock box made. We understand that there is a fibre box on the market. Would you be kind enough to request firms making such boxes to forward samples and price lists. The common paste-board boxes are poor affairs. We want the best box made."

We have advised Kilgour Bros., Dominion Paper Box Co., Hercules Boxes Limited, Ontario Box Co., and The Elliott Paper Box Co., all of Toronto, to send you samples and prices of cloth covered and fibre boxes. We suggest a black canvas covered box with metal ticket clasp for uniform appearance and service. A natural color fibre box cannot be improved upon for general stockkeeping.

Editor of Dry Goods Review:—"Please let us know where we may obtain the following articles. Small colored beads for women's dresses; folding screens and art silks; ball fringe for door curtains."

Weyerstall & Co., Wellington St., Toronto; Defriez & Woodman, 64 Wellington St. W., Toronto, and Smith D'Entremont Co., 1475 Queen St. W., Toronto have beads. The Orangeville Novelty Co., Orangeville; Fergueson Bros., Hoboken N. Y., and George S. Stewart Co., Norwalk, Conn., specialize in screens, frames and grill work. For materials, any of the jobbing houses, Geo. H. Hees, Sons & Co., Toronto; Prime & Rankin, York St., Toronto, and Orinoka Mills, 18th and 4th Ave., New York, can supply the qualities of silks, silkoline, and chintzes. Ask for ball fringe from the different window shade manufacturers, Daly & Morin, Montreal; Henry E. Hayhoe, Toronto; Geo. H. Hees, Sons, Limited, Toronto, and Upholsters Supply Co., Toronto.

* * *

Editor Dry Goods Review:—"Kindly inform me of a wholesale house in Canada which handles infants' clothing. We find difficulty in making good buying connections here."

Gordon Mackay & Co., Limited, Toronto, have boys' and girls' wash clothing. Home & Watts, Toronto; Princess Garment Co., Toronto; Flett, Lowndes Co., Toronto, and McRae Manufacturing Co., Toronto, have children's and infants' lawn, gingham and serge dresses and lawn layettes. Beatty Manufacturing Co., and Gale Manufacturing Co., Toronto, have infants' cashmere barrowcoats. Bearskin coats are sold import by any of the jobbing houses. L. Smythe & Co., 133 Melinda St., Toronto, have several lines of children's and infants' coats of English manufacture. Jaeger Sanitary Pure Wool System, Montreal, make flannel clothing for infants.

(Continued on page 85.)

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

The Cape and Evening Clothes

ANOTHER evidence of the desire so often evinced to get back, as far as common sense and the limitations of present-day styles will allow, to the dress of what is perhaps best described as the "gallant ages," is the revival of capes for use with evening dress. And it is not a bad thing at that. When dressed for evening, especially in the warm weather, a man does not like to crush on a coat when going out. A cape fits his requirements exactly and, besides, gives a somewhat distingué air. Spanish capes are now being much affected by many of the best dressers in the large capital cities. Black or dark blue vicuna is generally used for these capes.

* * *

Men Are Wearing Silk

THE INTRODUCTION of silk into men's apparel is much more marked this year than ever before; in fact, it is becoming so general as to be almost a distinct style trend. More silk shirts are being worn this Summer, men showing a desire not only to be comfortable, but to be distinctly "dressy." A silk shirt gives its wearer a sense of luxury and is much worn by those who can afford it on that account. Silk caps are also being seen to some extent. These come in the form of band caps, with a moderately large brim. Black and white checks and plaid patterns prevail. Lastly, the suit of silk has arrived and in many fashionable centres, young dandies can be seen strutting round, arrayed in soft, loosely-fitting suits of brown silks. It is not likely that the latter style will strike Canada to any extent as the weather in this country does not become warm enough for any length of time to make clothing of heavier material unbearable. But in the other respects, there will undoubtedly be marked developments here.

* * *

Collars and the U.S. Tariff

TROY, the city made famous by its production of a very large percentage of all the collars worn in the United States, says Men's Wear (New York), is considerably stirred up over the probable result of the proposed tariff. It is believed that if enacted as proposed the tariff law will seriously affect the collar industry. It is computed that the item of labor in the manufacture of a dozen collars is thirty cents more here than in Germany. A duty of 25 cents will give only 13¾ cents protection. Manufacturers say that to meet foreign competition wages in this country would have to be reduced one-half. Interested persons in the industry have made and are making heroic efforts to gain a reconsideration of the proposed rates on collars. It is pointed out that foreign-made collars can be landed in New York, and the distributing cost added, and then be sold enough cheaper to the retailer to make it an object, but not enough for the retailer to divide with the consumer.

* * *

Exaggerated Color Points

A TENDENCY has been noted to exaggerate the long point vogue in collars. Not only are some collars seen of abnormal length, but a few men are wearing the points outside the vest. This is not only

bad form, but the effect is far from pleasing. It is described by a well known expert on style as a "negro minstrel effect." However, the long-pointed collar, properly worn, is bound to prove an extremely popular style this year.

* * *

Lounge Coats and Comfort

MEN ARE getting away from the inconveniences attached to rigid adherence to conventional styles more all the time. The vogue of lounge coats is becoming more pronounced all the time. Some very fancy coats are being worn by fashionable dressers at "stag" or strictly informal affairs. Some jackets of silk with a ribbed effect are seen. The collars and cuffs are of black surah silk, quilted, the front held closely by three silk braid frogs. These jackets are frequently flowered in very ornate manner.

* * *

Teaching Salesmanship

LARGE RETAIL firms are realizing more and more the value of a good salesman. The day of the order taker is over and unless a clerk displays some extra qualifications, he is not likely to grace a space in a progressive store for very long.

Many of the big department stores have recently opened schools for the education of their clerks. The T. Eaton Co. is one of these. Some time ago in Toronto classes were begun under the tutorship of an Old Country specialist in salesmanship. Twice a week for half an hour on each occasion, clerks attended the salesmanship school in sections of about fifty. How to approach a customer who is "looking around;" how to carry on the conversation until the prospect purchases; what to do in case of objections, etc., are some of the phases of the work taken up.

These classes are serving to bring to the front those clerks who are enthusiastic in their work, but who did not previously realize just what there was in approach, service and salesmanship.

Every employer can no doubt easily create a greater interest in selling by following similar lines on a smaller scale. By getting a clerk to read articles on selling, approach and service, and by conferences with the entire selling staff, a great deal can be accomplished.

To keep up its end every store must have salesmen behind the counter nowadays.

The public soon "get wise" when an ad. writer strays from the straight and narrow path of fact into the fair fields of fancy.

* * *

The man who is original cannot help but "get there," if he makes any effort to have his originality tell.

* * *

A Satisfactory Showing

Montreal, May.—The annual meeting of the shareholders of Goodwins, Limited, Montreal, was held may 14th, when a very satisfactory condition of affairs was disclosed. The company's earnings after deduction of bond interest and allowance for depreciation was equal to more than 12 per cent. on the $1,250,000 preferred stock and the surplus available for the $1,750,000 common was about 3½ per cent. With $60,138 carried forward out of the years, operations to the credit of surplus profits that account is now raised to $289,657, a sum equal to about 16 per cent. on the common stock. Gross profits were $1,194,744 and after paying all ex-expenses, including interest on bonds, mortgages and bank loans, there was a net profit of $162,631.

W. H. Goodwin, managing director, stated that the company has at present 42 departments which with few exceptions are on a paying basis. Owing to the magnitude of the plant, the company's problem was to get a volume of business adequate to its fixed charges. This problem, however, was rapidly nearing solution, and sales last year showed a gain of approximately 25 per cent. In wages alone the company last year paid out $653,272. If the company's business continued to expand at the present rate, said Mr. Goodwin, greater facilities in certain directions would be required.

The officers and directors were re-elected as follows:—D. Lorne McGibbon, president; J. W. McConnell, vice-president; W. H. Goodwin, managing director; C. P. Beaubien, Dr. Milton L. Hersey, C. W. MacLean, Victor E. Mitchell, Clarence F. Smith, F. H. Ward, Lorne C. Webster; S. J. LeHuray, secretary.

* * *

The first straw hat of the season—as seen by the cartoonists.

Made-in-Canada Train Starts Second Tour

Itinerary of trip through Western Canada—Exhibits are on a more comprehensive scale than last year — Exhibits of interest to the dry goods trade.

THE MADE-IN-CANADA train proved so successful an experiment last year that a similar undertaking has been launched this year. The train will tour the West, from May to July 2, calling at practically all Western points of any size.

The tour started on May 14 at Montreal where the formal opening took place. Mayor Lavallee, accompanied by Sir Lomer Gouin and others officiated. The train then went to Ottawa for a day and to Toronto on Friday, where it remained at the North Toronto station on exhibition. The itinerary of the train is as follows:—

Saturday, May 17—Sudbury, arrive 2 p.m., departure, 11 p.m. Sunday, May 18—En route to Port Arthur. Monday, May 19—Port Arthur, arrival 6 a.m., departure 11 p.m. Tuesday, May 20—Fort William, arrival 11.15 a.m. E.T., departure 10.45 p.m. E.T. Wednesday, May 21—Dryden, arrival 8.30 a.m., departure 10 a.m.; Kenora, arrival 1.30 p.m., departure 3.30 p.m.; Winnipeg, arrival 8 p.m. Thursday, May 22—Winnipeg, all day. Friday, May 23—Winnipeg, all day, until 5 p.m.; Carman, arrival 7.40 p.m., departure 6.30 a.m. Saturday. Saturday, May 24—Treherne, arrival 9 a.m., departure 11 a.m.; Holland, arrival 11.30 a.m., departure 2 p.m.; Cypress River, arrival 2.30 p.m., departure 4 p.m.; Glenborough, arrival 4.30 p.m., departure 6 p.m.; Souris, arrival 8.15 p.m., departure 11 p.m. Sunday, May 25—Brandon, 12.30 a.m. Monday, May 26—Brandon, all day, departure 4.30 a.m. Tuesday. Tuesday, May 27—Reston, arrival 8.30 a.m., departure 10.30 a.m.; Redvers, arrival 11.55 a.m., departure 1,30 p.m.; Manor, arrival 2.20 p.m., departure 4.45 p.m.; Carlyle, arrival 5.15 p.m., departure 7.10 p.m.; Arcola, arrival 7.40 p.m., departure 7.25 a.m. Wednesday. Wednesday, May 28—Stoughton, arrival 8.40 a.m., departure 11 a.m.; Fillmore, arrival 12.15 noon, departure 2 p.m.; Osage, arrival 2.30 p.m., departure 4 p.m.; Francis, arrival 4.55 p.m., departure 6.11 p.m.; Regina, arrival 8.20 p.m. Thursday, May 29 -Regina, all day till 11 p.m. Friday, May 30—Moose Jaw, arrival 1 a.m., departure 4 a.m. Saturday. Saturday, May 31—Swift Current, arrival 8.30 a.m., departure 12.30 noon; Gull Lake, arrival 2.15 p.m., departure 5.15 p.m.; Maple Creek, arrival 7.15 p.m., departure 10 p.m. Sunday, June 1—Medicine Hat, all day, departure 8,40 a.m. Monday. Monday, June 2—Redcliffe, arrival 9 a.m., departure 12 noon; Medicine Hat, arrival 12.20 p.m., departure 6 a.m. Tuesday. Tuesday, May 3—Bow Island, arrival 8.30 a.m., departure 10.30 a.m.; Taber, arrival 12 noon, departure 2.30 p.m.; Lethbridge, arrival 4 p.m., departure 7.30 a.m. Wednesday. Wednesday, June 4—Sterling, arrival 8.45 a.m., departure 10,30 p.m.; Raymond, arrival 11 a.m., departure 2.30 p.m.; Magrath, arrival 3.10 p.m., departure 6 p.m.; Cardston, arrival, 7.35 p.m., departure 10 p.m. Thursday, June 5—Macleod, arrival 9 a.m., departure 12 noon; Granum, arrival 12.45 p.m., departure 2 p.m.; Claresholm, arrival 2.35 p.m., departure 4 p.m.; Nanton, arrival 5.20 p.m., departure 6.40 p.m.; High River, arrival 7.35 p.m., departure 8 a.m. Friday. Friday, June 6—Aldersyde, arrival 8,30 a.m., departure 10 a.m.; Okotoks, arrival 10.20 a.m., departure 1.40 p.m.; Calgary, arrival 3 p.m. Saturday, June 7—Calgary, all day. Sunday. June 8—Calgary, all day, departure 7 a.m. Monday. Monday, June 9—Crossfield, arrival 8.30 a.m., departure 10.30 a.m.; Olds, arrival 11.50 a.m., departure, 2.30 p.m.; Innisfail, arrival 3,30 p.m., departure 6.20 p.m.; Red Deer, arrival 7.20 p.m., departure 7.30 a.m. Tuesday. Tuesday, June 10—Lacombe, arrival 8.30 a.m., departure 10.50 a.m.; Ponoka, arrival 11.40 a.m., departure 2 p.m.; Wetaskiwin, arrival 3.10 p.m., departure 5.45 p.m.; Daysland, arrival 8.15 p.m., departure 8.15 a.m. Wednesday. Wednesday, June 11—Strome, arrival 9 a.m., departure 10.30 a.m.; Sedgewick, arrival 11.30 a.m., departure 2.30 p.m.; Hardisty, arrival 3.25 p.m., departure 5.20 p.m.; Macklin, arrival 8.30 p.m., departure 6.30 a.m. Thursday. Thursday, June 12—Luseland, arrival 8.05 a.m., departure 10.30 a.m.; Kerrobert, arrival 11.15 a.m., departure 3.30 p.m.; Plenty, arrival 4.40 p.m., departure 6.30 p.m.; Rosetown, arrival 8.15 p.m., departure 7.30 a.m. Friday. Friday, June 13—Bounty, arrival 9 a.m., departure 11 a.m.; Conquest, arrival 11.20 a.m., departure 3.50 p.m.; Outlook, arrival 4.20 p.m. departure 7.45 a.m. Saturday. Saturday, June 14—Hawarden, arrival 9 a.m., departure 10.30 a.m.; Elbow, arrival 11.30 a.m., departure 2 p.m.; Tugaske, arrival 3.15 p.m., departure 4.30 p.m.; Brownlee, arrival 5.20 p.m., departure 8 p.m.; Keeler, arrival 8,30 p.m., departure 10.30 p.m.; Sunday, June 15—Regina, all day, departure 7.40 a.m. Monday. Monday, June 16—Lumsden, arrival 8.30 a.m., departure 10.30 a.m.; Craik, arrival 12.40 a.m., departure 3.20 p.m.; Davidson, arrival 4 p.m., departure 6.30 p.m.; Hanley, arrival 7.40 p.m., departure 7.45 a.m. Tuesday. Tuesday, June 17—Dundurn, arrival 8.30 a.m., departure 10.30 a.m.; Saskatoon, arrival 11.30 a.m., departure 7 a.m. Wednesday. Wednesday, June 18—Rosthern, arrival 8.40 a.m., departure 12.30 p.m.; Duck Lake, arrival, 1 p.m., departure 2.30 p.m.; Prince Albert, arrival 4 p.m., departure 5.20 a.m. Thursday. Thursday, June 19—Langham, arrival 9 a.m., departure 11.30 a.m.; Radisson, arrival 12.30 p.m., departure 3 p.m.; North Battleford, arrival 4.30 p.m., departure 7.30 a.m. Friday. Friday, June 20—Battleford, arrival 8.20 a.m., departure 11.30 a.m.; Lashburn, arrival 2.10 p.m., departure 3.40 p.m.; Lloydminster, arrival 4.30 p.m., departure 6.30 p.m.; Vermilion, arrival 8 p.m., departure 6.30 a.m. Saturday. Saturday, June 21—Vegreville, arrival 8.40 a.m., departure 12 noon; Hilliard, arrival 12.50 p.m., departure 2.50 p.m.; Lamont, arrival 3.30 p.m., departure 6 p.m.; Fort Saskatchewan, arrival 7 p.m., departure 10 p.m. Sunday, June 22—Edmonton, all day. Monday, June 23—Edmonton, all day till 6 a.m. Tuesday. Tuesday, June 24—Camrose, arrival 9 a.m., departure 12.30 noon; New Norway, arrival 1,15 p.m., departure 3 p.m.; Mirror, arrival 4.30 p.m., departure 7 p.m.; Alix, arrival, 7.30 p.m., departure 10 p.m. Wednesday, June 25—Tofield, arrival 9 a.m., departure 11.30 a.m.; Holden, arrival 12.30 p.m., departure 2 p.m.; Viking, arrival 3 p.m., departure 4.30 p.m.; Wainwright, arrival 7.30 p.m., departure 7 a.m. Thursday. Thursday, June 26—Unity, arrival 9.45 a.m., departure, 11.15 a.m.; Scott, arrival 11.45 a.m., departure 2.30 p.m.; Biggar, arrival 4 p.m., departure 6,30 p.m.; Asquith, arrival, 7.30 p.m., departure 10 p.m. Friday, June 27—Watrous, arrival 1.30 a.m., departure 10.30 a.m.; Nokomis, arrival, 11.15 a.m., departure 1 p.m.; Semans, arrival 1.30 p.m., departure 3 p.m.; Kelliher, arrival 4.30 p.m., departure 6 p.m.; Melville, arrival 8 p.m., departure 7 a.m. Saturday. Saturday, June 28—Yorkton, arrival 8.30 a.m., departure 12.30 p.m.; Canora, arrival 2 p.m., departure 6 p.m.; Kamsack, arrival 7 p.m. Sunday, June 29—Kamsack, all day, departure 7.40 a.m. Monday. Monday, June 30—Togo, arrival 8.30 a.m., departure 10,30 a.m.; Roblin, arrival 11.15 a.m., departure 1.30 p.m.; Grand View, arrival 2.50 p.m., departure 4.30 p.m.; Gilbert Plains, arrival 5 p.m., departure 7 p.m.; Dauphin, arrival 7.50 p.m., departure 6 a.m. Tuesday. Tuesday, July 1—Glendella, arrival 8 a.m., departure 10.25 a.m.; Gladstone, arrival 11.30 a.m., departure 2.30 p.m.; Portage la Prairie, arrival 4.30 p.m., departure 11 p.m. Wednesday, July 2—Winnipeg (unload).

A MAGNIFICIENT DISPLAY.

The exhibits are on a larger scale than last year and the results from an educative standpoint should be widespread.

Among the exhibits of interest to the drygoods trade are: Tooke Bros., Montreal; Montreal Cotton Co., Montreal; Canadian Cotton Co., Montreal; Dominion Textile Co., Montreal; Dominion Oilcloth Co., Montreal; Toronto Carpet Co., Toronto; Arlington Co., Toronto; Crompton Corset Co., Toronto; Penmans, Ltd., Paris.

Do Bargain Sales Preclude Quality Business

Opinions of many readers of The Review on a problem vitally affecting the store policy—Locality conditions play a big part in arriving at a decision on this point—Essential features.

THE PROBLEM submitted in the April 16 issue of The Review was one which touched perhaps the most vital question of store policy to-day. Does bargain advertising preclude quality business? The question was propounded in the following wise:

> "When a store maintains a continuous policy of advertising bargains, does the 'quality' trade gradually go elsewhere?
>
> "What is the result of advertising bargains on the business done in the best quality lines and with people who are looking for quality only?
>
> "Is there enough quality business in the average town to make any difference?"

This is a problem which every merchant faces. With the wonderful development of retail advertising, has come an era of "bargain retailing." Newspapers are full of advertisements featuring special sales, price reductions and unusual inducements. Every drygoods man feels that to keep his business in the forefront, he must do a certain amount of bargain advertising. Some adopt it as a continuous policy, endeavoring by means of aggressive publicity and attractive values to so increase his turnover that it is possible to make a good profit on a small margin. Others adopt the safer policy of using bargain lines as leaders only, keeping the bulk of the stock at the regular prices.

At the same time, every merchant recognizes that the "quality" trade is an important factor. It is on the high priced goods, which appeal to people who can afford to consider quality only, that the best profits are made. If a store can attract a large share of quality business, the profits resulting therefrom will be large and, comparatively speaking, easily obtained.

Thus the problem looms up. Can the merchant afford to jeopardize his hold on the quality trade by reaching out for a larger turnover through the medium of bargain sales? To decide this, it is first necessary to determine if bargain sales are detrimental to the maintenance of quality connection.

Many splendid articles have been received on this subject from readers of The Review. They present opinions from many angles and viewpoints and, considered as a whole, give a fairly comprehensive review of the whole question. Some of the best are reproduced.

* * *

It is Detrimental

There can be no doubt that bargain sales are detrimental to quality business, but they do not preclude it entirely if kept within certain bounds. It simmers down to a question of service. In the store where bargain sales are continually being held, it is impossible to give perfect service to customers. It is a case of rush and hurry all the time. Customers rush into the store in droves, paw over the goods, jostle each other and introduce an atmosphere of confusion. The sales people cannot give anything but mechanical service on such occasions. They become mere machines for the registering of customers self decided selections and the reception of money. Not only is it impossible for them to wait on other customers properly when sales are on, but I believe that their ability to handle a customer according to the rules of efficient salesmanship is lost sooner or later.

Now the quality customer wants the best of service. She prefers to be able to take her time, to inspect the goods without interruptions and with as

Quality Connection is More Permanent

One contributor makes an interesting point as follows:

"In the larger cities, the merchant can choose between the two—big business done on a small margin or an exclusive business done on a much larger margin. Where it is possible to go after either one or the other, it is not advisable to mix them. In choosing, there is this point to be considered. The merchant who caters to quality business and an exclusive clientele, can hold his connection indefinitely by carrying quality goods and giving courteous and efficient service. He can gradually build up a reputation capable of holding and drawing exclusive patronage. The merchant who goes in for the sale of less expensive goods and handles them on a small profit can never reach the point where the reputation of part values will carry him along. He can only hold his trade by continuing to offer special inducements. Once he lets his bargain propoganda drop, the crowds will go elsewhere, and the merchant will be left with no trade whatever.

"In the smaller places the line is not so closely drawn and, in the opinion of the writer, it is not possible to cater solely to one or the other; that is, if it is desired to build up a large and extensive business. At the same time, they should be kept as far apart as possible. And, as a last word, the bargain idea should not be overworked."

---

much privacy as is possible. She finds shopping at the store where bargain sales are continually being held more or less of a hardship and may in time transfer her patronage if she can find a place more suited.

At the same time, one must not lose sight of the fact that merchandising conditions to-day are such that a large turnover at a small margin has become the route by which the dry goods man must make his profit. Competition is keen and people have been so educated by bargain values that they buy closely. Is it advisable for the average merchant to curtail activities in the direction which leads to a large turnover, in order to keep his grip on a branch of trade which yields a large proportionate profit, but is necessarily limited?

It becomes purely and simply an individual problem for each merchant to decide according to the needs of his locality. In the larger centres, it pays to go after either one kind of trade or the other, either bargain or quality, leaving the other severely alone. In the smaller places, the question which the merchant must determine is this: Is there enough quality business here to make it profitable for me to discourage my efforts to get the popular trade?

In the opinion of the writer, the average merchant must endeavor to make the two branches "trot in double harness." There is not enough quality trade to make it worth his while to specialize on it entirely, but at the same time it would not be wise for him to let it go entirely and run his store for the bargain trade.

The essential thing is to so regulate operations that the two will clash as little as possible.

Subscriber.

Can Get Both Classes

The majority of merchants in planning for a successful business, will decide that the people, whom they hope to serve, will be brought to their place of business through some governing motive, and will seek to find the motives which rule and will appeal to the people in their advertising, through those motives.

There are three principal motives, one or more of which will appeal most strongly to the largest number of people in their buying, viz., desire to secure best quality, wishing for best value, or an appreciation of best service.

At once, the merchant will ask himself, "Can I so conduct my business as to win the trade of all these people? or will my appeal to one class preclude my winning the trade of either or both of the others? Can I not use such discretion in my buying of the correct goods, providing the requisite service and so conducting my advertising as to win them all? or must I select one class and make my appeal to that class only?"

The people who are looking for quality only in their buying, and demand the best irrespective of the price they may have to pay, are a comparatively small class, very much the larger class are those who wish to secure fairly good goods at a moderate price, then there is still another quite large class who wish to buy their goods at a low price, and secure as good quality as possible for the price they wish to pay. While these three classes are all pleased with the very best service they can get along with the quality and price they desire and can afford.

The "Almighty" dollar still holds strong sway, and is a large factor in winning and holding trade, and yet we believe that service provided in other ways than in securing best value to the purchaser carries with it a power which it at least equal to if not still more potent than the dollar in building up a successful business, but when the merchant is able to present to the people the combination of dollars saved along with all that best service means, he certainly holds the trump cards and must surely "win out" and win over to his business the larger class who are looking for best values along with the smaller

The Kind of Socks You Can Sell with a Clear Conscience

The best patrons of your store will demand the BEST and most up-to-date hose—and for this reason you should stock Pen-Angle Half Hose. This line represents the utmost in hosiery value, and is a line you can conscientiously recommend to your most valued customer with the assurance that he will be perfectly satisfied.

Knit to Form—and the Seams Omitted

Pen-Angle Half Hose are shaped to fit the curves of the foot and leg, thereby ensuring perfect fit and long wear. And the entire absence of seams makes them comfortable and neat looking. No other line offers such splendid value.

Penmans Limited
PARIS - CANADA
Underwear, Sweaters, Hosiery
68

Pen-Angle

WARRANTED HIGH PENMAN'S GRADE HOSIERY

Full-Fashioned Seamless Hosiery

number who appreciate quality and all who enjoy service.

There are bargains and bargains, bargains so called and bargains so proven, bargains in name only and bargains indeed truly and the wise merchant will see to it that the bargains he offers and advertising are bargains indeed and that can be proven and nothing will please him better than to have the people put him to the test through them. Many people are poor judges of values, and depend largely on the assertions and judgment of others in their buying, and an opportunity is thus given to the "shouter" of bargains to capture this trade, and to keep this trade he must keep "shouting" bargains but granted that the bargain advertiser provides the values to match the advertising, he can hold this trade and if he provides quality goods as well as do some of the large departmental stores and talks "Quality" in his advertising of them, he ought to be able to hold "Quality" business as well as the trade of those who are looking for "Bargains."

If the merchant advertises bargains and bargains only to the exclusive of advertising quality goods he will often cause the people to think that he does not carry quality goods and those looking for them will pass him by.

There is enouh "Quality" business in nearly every Canadian town to make it worth while seeking to win it, and we believe it is a growing trade in Canada, and the wise merchant will seek to provide the best quality and advertise it while he will not hesitate to "talk price" on other lines and we do not think that advertising "Bargains" precludes "Quality" business when quality gets its full share of the advertising. W. C. Forman.

* * *

They Do Not Combine

The policy of continuous bargain sales is certainly not a profitable proposition in any city. It will always be found to be detrimental to the regular season's business. One may just as well cut out the buying of stylish and exclusive goods if they intend to adopt the above policy for those customers who are looking for style and quality would never dream of finding them in a store specializing in bargain sales throughout the year. You ask "why is this?" In the first place to make a success of a sale of any article, you have to use your advertising space in your local paper and also the valuable window space before you can impress the public of the value you are offering. Now it stands to common sense that, if you are using these methods for these sales, you are losing the opportunity of displaying better grade goods for which the majority of ladies are looking and willing to pay a reasonable price, thus giving you a regular profit upon which a business can be successfully carried on. Whereas to conduct a series of bargain sales one has to sacrifice a great amount of profit to get the business if the sale is genuine; and if not well the ladies will soon find that out. Any one in business at the present day knows for a fact that to sell best quality goods a continuous display must be kept up in the windows giving no time for bargain sales, at any rate for the greater part of each season. Again, bargain sales will attract only a certain class for any length of time and will always give a cheap and unattractive appearance to the most modern store front. It is all very well for those large stores which can devote a section right away from the general business section for this purpose, but even then it must make a big difference to the regular sales in each department. Apart from these large stores I do not think it feasible to carry on two extremes of business at same time with success. A store is known in the city by its policy, and wherever you may go a lady wanting anything of the better grade goods is going where she gets the best selection and (what is of as great importance) the best of attention, which is very certain not to be the one where everlasting sales are the rule and where the salespeople themselves are used to selling nothing else but job goods with that impressive manner of 'take it or leave it, its cheap enough.'. It is very noticeable in any store adopting this policy that the salespeople are not experienced. They are not noted for the manners and can one wonder at it? The best of clerks would never accept such a position for they want the pleasure of handling goods which are interesting. They feel above this class of trade and rightly so. This in itself is one of the main reasons for the quality trade going to rivals of the above policy.

However small a community, there is always that class of people who want exclusive and stylish goods who would rather pay a big railway fare and get what they want at some other town or city.

If the small towns would cater more to this class of people, they would keep a good deal of the quality business in their own town instead of allowing them to shop by mail order and samples from large department stores.

I would like to say that there are times through a season when a sale is necessary for a day or so. But for continuous week in and week out sales it is out of the question to try to tackle it and at same time to expect the best customers of the city to patronize you. For myself I firmly believe in keeping to two half-yearly sales, and then give them something that will do you good. F. J. Thompson.

* * *

A prominent manufacturer's advice at the present time is to "forget the money stringency and push business hard." Good advice.

Men are too sensible to be influenced by the Balkan war into wearing freaky styles and crazy combinations of clashing colors in their attire

Star Brand Shirts For Fall

The average man to-day is a sane dresser—is a particular dresser, fond of good things, but not gaudy. This is the trade that pays the best, the trade that you can always be sure of, the trade that appreciates your efforts to keep your stock bright and attractive.

The "Star" shirt range for Fall is a winning line, and though not splashy, it is very attractive to the man who knows what is correct. You should see it now.

Get in touch with us for your shirt, neckwear and underwear stock.

Van Allen Co., Limited

HAMILTON, ONT.

TURNBULL'S

MAKERS OF THE FAMOUS "CEETEE" PURE WOOL

UNDERWEAR

Live Merchants

know that honesty is the best policy, and that it pays to give their customers the best goods. That is why they sell

CEETEE

(All Pure Wool)

And Ribbed

UNDERWEAR

"CEETEE" Underwear is the finest pure wool underwear made—only the finest Australian Merino wool is used. Each garment is knit to fit the form of the body — all joins carefully knitted (not sewn) together.

We defy you to find a better Underwear the world over.

The C. Turnbull Co. of Galt, Limited

GALT, - - - ONT.

Also manufacturers of Turnbull's high-class Ribbed Underwear for Ladies and Children. Turnbull's "M" Bands for Infants and Ceetee Shaker-knit Sweater Coats.

733

KNIT GOODS NEWS

Mackinaw Coats Promise to be Big Sellers

New novelty feature of the market supplied by the showing of Norfolks—Sales have been good, and it is believed that repeats will be secured.

MACKINAW coats are expected to be successful novelties for exclusive trade this Fall. These garments are featured by both clothing and blanket manufacturers. Sales in larger cities are reported to have been good last season. The character of these coats and their adaptabilities and style for outing wear commends them to novelty trade. The lines which are favored are natty garments.

The smartest Mackinaws which are seen are Norfolks. They are tailored on mannish lines and this feature is spoken of, especially in better grades. Several patterns are shown. The best combinations are tan and black, red and black, gray and black and navy and black. Different checks from an inch and a half square to large plaids are included. So far haberdashers prefer the larger checks or broken plaids because these are more extreme for initial showings. Much of the novelty is seen in the pattern and the matched design in the make-up.

Mackinaws with broad belt, mannish lines, yoke strap or over shoulder straps are equally classy. Large bone buttons to match are used. Most of the garments are double-breasted, button through, and have neat collar with sharp cut lapel. They are typical and the nearest to English sporting goods, now followed, yet seen. As a feature in any clothing department, these garments are simply English hunting coats modified for domestic trade and adapted for travelling or late Fall outing. Worn with a cap to match, Mackinaws are attractive and suitable either for men's or women's wear.

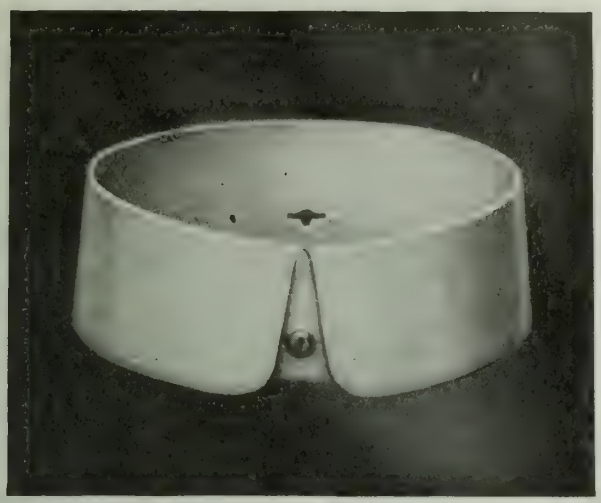
The source of these garments accounts for a disparity in prices quoted. They are a survival of the blanket coat. As the season advances Mackinaws will be made of imported travelling shawls and especially in fine all wool blankets so much in vogue for steamer wear or travelling. The best garments are made of the finest wool horse blankets. One enterprising manufacturer has already found the demand warrants his attention to the sale of made-up garments of the same materials he uses for quality horse coverings. Where these cloths are seen in manufacturing clothiers' ranges, the fabrics are imported direct from the English and Scotch mills, for this purpose.

Tailoring is the real reason for the difference in prices. The garments which will meet with ready sale must have sufficient novelty in style and still be popular in price. The cost varies from $11.50 to $4.50 each laid down.

The novelty outlook has induced exclusive retail firms to maintain the prices. Clever buyers are careful to foresee that the best selling lines of the numbers available afford him an unusual advance. The ranges shown indicate that the profit of early novelty belongs to the retailer, and that manufacturers can meet these prices. Of course, the class of trade catered to is a guide to a great extent, but the volume of business to come will be confined mostly to lines to retail at $5, $7.50 and $10 each. It is another instance of better profits on novelties.

A large showing of mackinaws is not necessary for opening. Furnishers are buying ¼ dozen of a pattern in each color, size 38, 40, 42, and their orders total about two dozen coats. The result of the first placing is not satisfactory to the makers. Salesmen are hoping that the volume of business will come with repeat orders. Domestic buyers are not taking any chances and consider that the nature of the garments precludes any unusual demand. Their precaution seems justified. However, repeat business is expected with a rush as soon as people become familiar with the novelties shown in the later lines and choice patterns.

The turnover cannot be anticipated at this time. Some merchants predict that the sale of mackinaws will effect the sweater coat department. This may be so in better lines. But orders for knitted garments are well placed and a scarcity of best selling numbers is likely to be repeated for another Fall. Values in shaker and jumbo knit Norfolks are superior to any yet offered. The sales of these garments are sure to increase as soon as they are placed on the counters. They are not in direct competition with mackinaws, although more exclusive trade is looking



"ARLINGTON" ARGUMENT

If you ask us to give an argument why you should handle Arlington Collars in preference to [illegible] waterproof collar in the market we would simply give actual results obtained by their sale. They are

COLLARS
THAT BRING TRADE

and not spasmodically, but steadily. Arlington collars are gaining in popularity every day. They never turn yellow, require no laundering.

Made in six grades, four grades made of coated cloth and 2 grades of solid stock, each superior to any make at the same or higher price. Send for samples. They are dressy: no linen collar looks neater.

The Arlington Company
of Canada, Limited

58 Fraser Avenue, **Toronto**

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

"KING EDWARD" SUSPENDERS

Retail 50 C. Price

Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

Dominion Brand Coats— a profitable line

If you want a line of knit goods that will ensure a quick turnover,

DOMINION BRAND KNIT COATS

is the range to carry. These coats are made of pure worsted yarns—not one pound of cotton is used. And they are made in many new styles and color combinations that are sure to please the men of your town.

Our traveller will be calling on you. Be sure to see this profitable line.

A. BURRITT & COMPANY
DOMINION MILLS
MITCHELL -:- -:- ONTARIO

for something different. The number of blanket coats sold is not likely to make an appreciable difference in the sale of sweater coats. The newer garment is a departure and both sections will show a corresponding increase.

Sweater coats, especially in the prevailing styles for Fall are attractive garments. It will take some unusual styles or competitive values to make any change in demand. Mackinaws are a one season (or at the most two season) novelty in comparison. Values at the same prices as sweater coats are not considered a handicap to the knitted goods section.

Selling value from a staple standpoint is not to be compared. Sweater coats are a part of the daily apparel of many customers. They are worn in different styles for almost every occasion. Mackinaws are a stock attraction window feature or for select trade. While the novelty profit is possible, merchants are showing these garments with confidence that a few can be sold. But for staple, medium class business, all-round satisfaction and warmth, no garment replaces the sweater coat in public demand. The corresponding increase in the sale of sweater coats, which is looked for this Fall is the result of values; advance style, finish and number of novelties in high class garments. The demand is on new numbers which are this season's features. There is enough difference in style to warrant immediate sale. Although the average price has been raised the garments embody value. Customers will quickly appreciate this further improvement in the standard of sweater coats and knitted novelties. There is a good season's business ahead for both mackinaws and sweater coats, if the decision of exclusive buyers is any criterion.

Alsack, Sask.—Hendry and Brinsmead will open an exclusive mens' wear store.

* * *

Strassburg, Sask.—V. R. Clyde has disposed of his stock of mens' furnishings.

* * *

Niagara Falls, Ont.—J. F. Schmidt has sold his stock of mens' furnishings to M. Bingman.

* * *

Iroquois, Ont.—The death occurred here of James McNulty, who had been in the dry goods, clothing, boot and shoe business for some years.

* * *

Calgary, Alta.—The store of Tommy Burns, on Eighth Avenue, was broken into by burglars and $200 in cash and a quantity of clothing stolen.

Take The Dealer Into Your Confidence

approach him, post him about your plans and your merchandise through his trade paper before you advertise to his customers. He will appreciate this action on your part and you will get his co-operation. Don't try to force him. Get his good will and you will have a selling power behind your product that you will never get by any other means.

Remember

that many of his customers knew him even before they knew you, and they will most likely take his word as to the quality and superiority of merchandise offered. In a word, get the dealer on your sales force.

THE HIT OF THE TRADE

44 Shades in $4.50, $6.50 shapes, 7 day delivery.

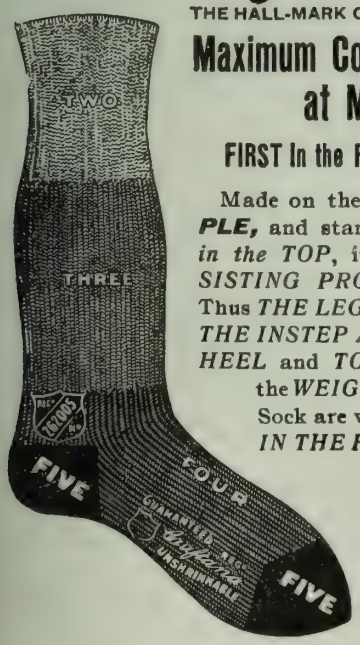
Use the show card as above,
14 x 11, 4 colors and embossed

Neckwear Department

Crescent Mfg. Co.

Limited
MONTREAL

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

"DEACON" SHIRTS

For Outdoor Wear

For the Man on pleasure bent.

For the Working Man.

We specialize on these two lines.

Our range covers many original styles in the latest designs of the world's best mills.

We show styles to suit the needs of the Boy as well as the Man.

We are ready to serve you with your needs for the Summer months.

Send for samples.

The Deacon Shirt Co.

BELLEVILLE ∴ ONTARIO

A Review of Midsummer Shirt Styles

Deliveries of negligees will be to order —Novelty of style and pattern a feature—Perfection of material marks new era in domestic lines.

MID-SUMMER ranges of fine negligee shirts have been placed and manufacturers report that deliveries will be to order. However, an exceptional repeat business is looked for in silks, flannels, taffetas and fancies in Bedfords, Madras and Zephyrs. A remarkable feature of this year's samples is the novelty of style, pattern and perfection of materials. There is a splendid range of silks and silk and wool taffeta shirts. The finish of these garments in quality and workmanship marks a new era in domestic lines. In several ranges the selection of cloths, designs and colorings are improved. Makers are paying more attention to the demand for better shirts and the vogue for flannel and finer negligés.

At present a run of finer taffetas can be expected if the patterns are any indication of their superiority or subsequent sale. The same may be said of both plain and stripe silks. Samples in plain habitaux, fine Shantung and novelty stripes, either in line effects or Bulgarian colorings are attractive. Taffetas in neutral shades and light grounds with line stripes are good. These are mostly in cream or gray with pleasing black and higher colors, including tans, gold, green, pink, and mauve.

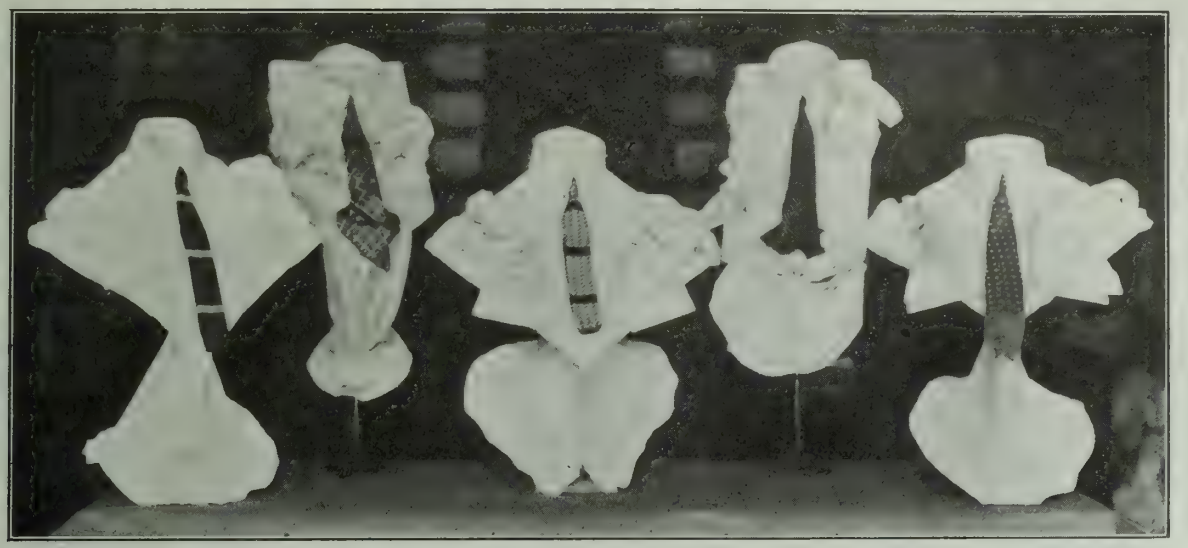
The showing of flannels and similar effects is comprehensive. These include all grades in light; Oxford and medium; an assortment of military and heather mixes and the staple blues as well as a showing of soft effects with neat color contrast almost similar effects and patterns are shown in cloths of United States manufacture. Except for the feel and texture there is little difference. These are the lines, which furnishers are expected to take in quantities. The prices are popular and the profits larger than usual because the appearance of the finished garment merits it.

Crepes are a disappointment as far as their reception is seen. A sprinkling is taken for novelty. Buyers are afraid of the washing and look to the satisfaction of customers. A great many designs and fabrics are seen in crepe effects, mostly fine stripes in self white or cream and a few with a touch of color, but all light. Fine mercerized cloths in embroidered designs are being sorted in representative or exclusive trade. This is a tendency in the growing number of fancy patterns and neat stripe and design effects which are now sampled for mid-season selling. White broches in stripe and neat florals (the latter not too large but neat) line, Bedford cord or wall finishes are good.

In fine colored materials, both mercerized and corded cloths, some effective designs are forward. A good repeat season is looked for on plain negligés in any soft and silky finish fabrics. White, cream, sky, tan, grey and fancy white are the sellers. Many of the newest selected materials have self cord or line finish. In staple Oxfords and heavier shirtings, blue grounds with white, and black and white at leading values are ordered well ahead. A scarcity of all weights of Kharki materials is reported.

The question of the sale of soft collars is important to both manufacturers and furnishers. Salesmen have pointed out that light weight white collars are to have the call. Therefore, buyers can save by ordering shirts without soft collar to match. As far as domestic trade is concerned, makers still supply this collar with the shirt. When are these collars worn? It is remarked that they are never seen, except at Summer resorts or in sporting circles. Furnishers have to decide for themselves and the class of mid-summer trade catered to will dictate which method is more profitable. It looks as if, with the extra advance in novelty sales, personal selection of choice novelties and a good showing of light weight collars are apt to result in better business. If the sales advance to correspond with the wider ranges in more select goods featured for midsummer, the turnover for mid-season will be satisfactory. It is early to give an accurate idea of the factory clearances for 1st July delivery. Men's furnishers who follow the sale policy will be provided with value lots as heretofore. In finer trade merchants are paying more attention than usual to stock clean-up and keeping showings up to novelty. They find this pays. The advance in novelty in the last two seasons provides new designs and materials as required. A clean, high-class business with up to the minute showings and less stock is more profitable. This accounts for an increasing mid-summer business, which manufacturers are now catering for.

Cobourg, Ont.—Sam Clarke, M.P.P., has sold his men's furnishings and tailoring business here to Geo. Stott and his dry goods business to Mr. Scougale of Colborne. Mr. Clarke is retiring from mercantile life after having carried on a large business here for over twenty-six years, which of late has been largely managed by his sons. Mr. Clarke is at present away on a trip to the West.



Neatly arranged display of shirts by Reid W. Pepper, with Harvey C. Hall, Toronto. Shirts shown by courtesy of Deacon Shirt Co.

Merchants and Buyers

get the habit of reading the advertisements each issue. They contain valuable information about goods you should know about.

Clerks

get familiar with the selling points of the goods you have in stock. Many good selling arguments are found in the advertisements in the "Review" each issue.

An Attractive Group of Showcards

These cards are the work of Edwin E. Bell, manager Thornton & Douglas, Guelph.

Men's Wear Windows With a General Appeal

Description of displays run by Thornton and Douglas store, Guelph, which were awarded first prize in the horse show contest—Some reflections on the advisability of not limiting the appeal.

THAT GOOD window displays of mens' clothing and furnishings can be made sufficiently attractive to appeal to everyone, to women as well as men, is a point which all, perhaps, do not fully appreciate. And yet it is important that mens' wear displays should appeal to the fair sex. Strange as it may seem at first thought, sales are made through attracting the attention of women. This is manifested not only in the purcases which ladies make themselves for husbands, sons and brothers, but in the influence they can exert on the purchases made by the aforsesaid husbands, sons and brothers. There are only a certain percentage of men who have what might be termed the "style sense." The rest are too busy or too indifferent to care much if they are dressed right or not. They buy a collar or select a tie which seems to look allright to them and they are not easily interested in sartorial developments or new styles in clothing and haberdashery.

What these men lack is supplied in a certain percentage of cases by the interest their women folks take in them. Their wives or sisters suggest ideas and purchases which the men themselves would never have thought of if left to themselves. Thus: "I saw a tie in Brown's window to-day, John, which would just suit you. Let's go down and buy one"; or—"Why don't you keep in style. That shape of collar went out long ago"; or—"You need a new hat. Let me go with you when you buy it, so that you'll be sure to get the right shape."

This kind of suggestion is required for some men. Many men, who present a good appearance and generally appear to be dressed correctly, owe it to the interest taken in them by their wives and sisters. It is not intended to suggest that this occurs in a large percentage of cases, but there are more men of this class than one would be inclined to believe at first thought.

Furnishings window dressed by Edwin E. Bell, manager Thornton & Douglas, Guelph.

It follows, therefore, that the window trimmer must endeavor to make his work attractive, both for men and women, recognizing that many of the latter are an indirect buying force. Some display men are inclined to work on the assumption that they are appealing to the masculine eye only, designing their displays on stern lines and not giving a sufficient degree of attractiveness. They limit their appeal unnecessarily by so doing.

This train of reflection was brought up by a study of the two displays herewith reproduced, arranged by Edwin E. Bell, manager of the Thornton and Douglas store, Guelph. These trims were attractive to the fullest degree and calculated to win attention from everyone. They were 100 per cent. windows in this respect—representing a standard which all display men should endeavor to attain. The popularity of the two displays was such that they were awarded first prize in the Horse Show window competition in opposition with all the stores in the city. Speaking of the results obtained from them, Mr. Bell writes: "Our horse show windows proved to be the best advertising we have done for some time, creating much favorable comment and attracting each evening in front of the windows interested groups of people."

This demonstrates the value of arranging windows with appeal to every class.

DESCRIPTION OF DISPLAYS.

The color scheme throughout was in purple and gold. Shelves were handsomely draped with material in the royal colors and the same color combination was carried out in the neckwear ribbons and pennants shown.

In the clothing window a Newmarket coat, silk hat, gloves and riding crop made an effective grouping on shelf. A handsome saddle with riding accessories was used for the centre of the window Palms, riding pictures, show cards and signs were used to build up an attractive setting. A showing of top coats and suits in shades of golden browns completed this display, carrying the harmony of color throughout.

In the furnishing window a large papier mache horse shoe, with a life-size horse's head, formed the centre of the display. A thoroughly equine atmosphere was lent by an assortment of bridles, riding crops, blankets, whips, and other accessories.

Clothing window dressed by Edwin E. Bell, manager Thornton & Douglas, Guelph.

Big Attendance Anticipated at C.W.T.A.

Arrangements have been completed, as outlined in accompanying article—It is fully expected that convention will be a red letter event.

The second annual convention of the Canadian Association of Window Trimmers is to be held in Victoria Hall, corner of Queen St. E., and Berti Streets, Toronto on Monday, Tuesday and Wednesday, August 11, 12 and 13.

Victoria Hall is convenient. It is in the heart of the large retail district. The layout has been allotted as shown in the plan . There are two large assembly halls. The main one is a large airy auditorium 40 x 70 feet with stage and seating capacity for 400 people. Part of this room at one end, and another similar hall 30 x 60 feet are reserved for manufacturers' booths. The interior layout also consists of reception room, check and wash rooms and is especially adapted for an event of this kind. Every convenience is provided for visiting trimmers and manufacturers' exhibits. The halls are reached by elevator and main and rear stairways. z

The convention hall is especially well equipped for the conduct of the proposed program. Among the main features is plenty of room for the work and demonstrations. The stage is the right height and there is enough distance to get the best results from the stereopticon views, which are to be presented. The wall decoration, artificial lighting and other facilities are all that could be desired for unit settings, drapes or exhibits. Both rooms have beautifully waxed floors and the furnishings of the different rooms conform to the needs of a gathering of aggressive display and publicity men and representative merchants.

Space is divided, according to best location and the merchandise to be displayed, in the plan of booths. A nominal charge of 25c a square foot is being asked. Manufacturers of display fixtures, store equipment, or publicity can arrange for space from 6 x 6 feet to 8 x 12 feet. Eighteen booths are shown on the plan. These will be built according to size contracted for and will be artistic in design. The shape of the hall and the arrangement of the booths avoids any chance of confusion. At the same time, particular prominence is given to the modern displays which will be made by the enterprising fixture houses. Booths are being reserved in order as applications are received from the manufacturers interested. All the leading firms have been advised by President H. Hollinsworth and the plans submitted by the secretary. At the present time there is every indication of a most successful convention.

Every member of the Association is responsible for the success of the second annual convention. The proposition from every standpoint is in their own interests. In making the announcement regarding headquarters, the Executive Committee are confident that they have done the best that could be suggested both for themselves and the manufacturers. The plan is businesslike. It should be appreciated that the committee in charge have foreseen difficulties. They have anticipated the importance which an event of this kind should be to display managers and publicity men. The convention in all its arrangements is sufficiently broad to comprise every possible feature to advance the art of decorating.

GETTING THEM TOGETHER.

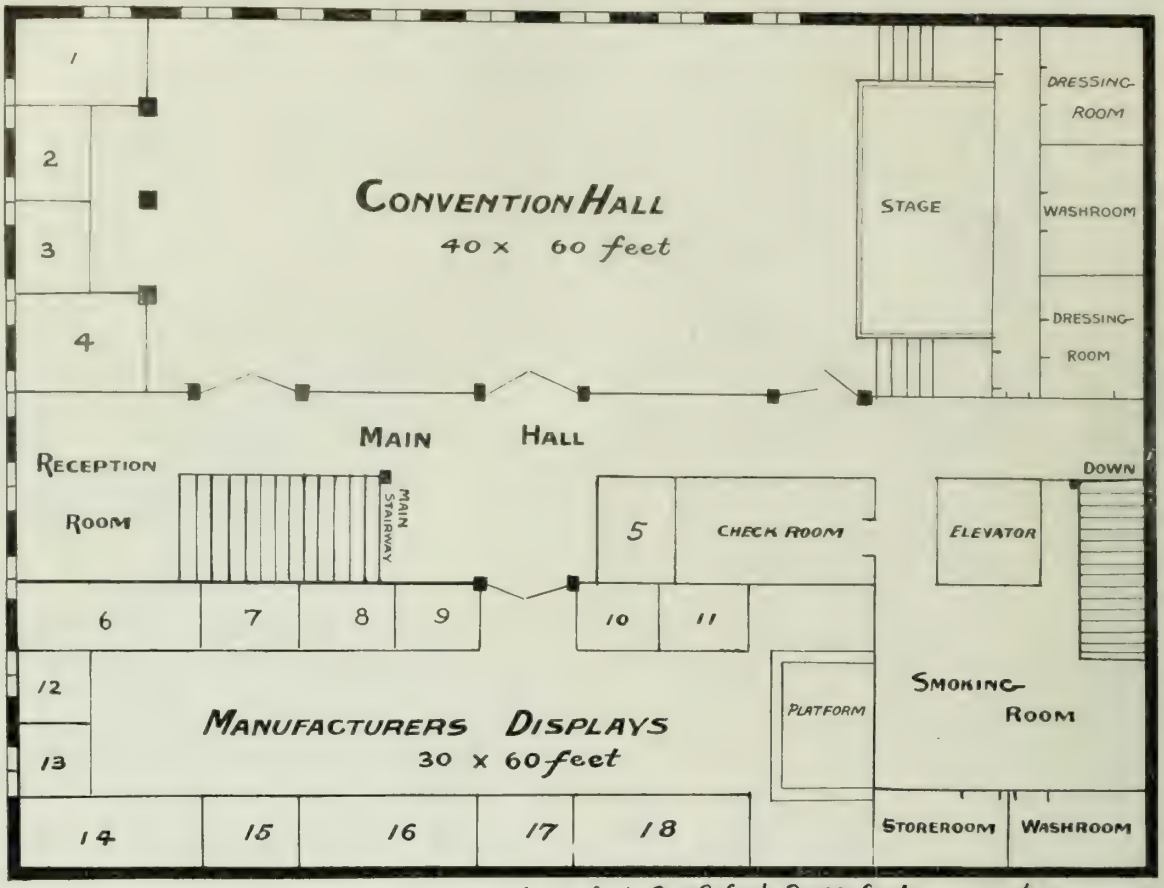
The best part of the C.W.T.A. program is that it brings retail store trimmers, advertisers, cardwriters and manufacturers together. They are in touch with the foremost publicity men in America. There is no other motive except the co-operation of display men to improve their own standing. The expense of visiting the convention for three days is much less than any other arrangements, which could be made to secure the same advantages. The idea is to place the best within the reach of display men, who have not the facilities or the time to go farther afield. It is a simple plan to bring the instruction and fellowship of the craft home. This is considered better than searching individually for the help which is needed. Future development or use of the information depends on the artistic ability of the individual. The size, locality or needs of the business represented will define how far the ideas can be applied to improve or make the intelligent display of merchandise easier.

Merchants want results. The C.W.T.A. recognizes that this must be the aim of the association. In the future the movement depends on the ability of members to give results .

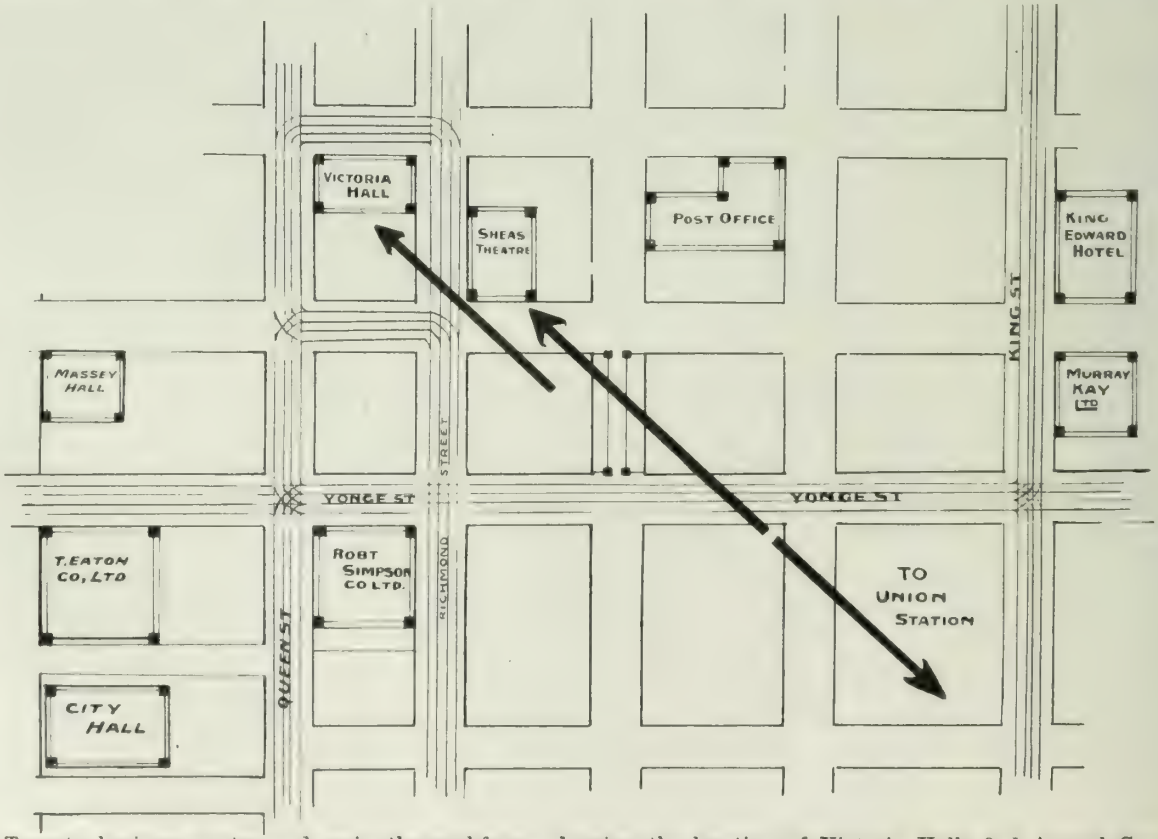
BIG ATTENDANCE ANTICIPATED.

The organizing committee undertake to have 200 members present. Great things are planned by the entertaining committee. However, the officers cannot do it all. At least 200 live display men should take advantage of the second annual convention. Enough of the plans and the program have been announced to show that this event is one of the most important of its kind held in this country.

Last year over 80 members registered and attended the meetings. During the evening program over 125 people were present. It should not be a hard matter to double this next August. This is where individual members can help. Each one can interest a fellow worker in any of the branches of



Interior layout of Victoria Hall, Toronto, showing manufacturers display space arrangement of booths and assembly reception and smoking rooms for the 2nd Annual Convention C.W.T.A., August 11, 12 and 13, 1913.



Toronto business centre and main thoroughfares, showing the location of Victoria Hall; 2nd Annual Convention C.W.T.A., August 11, 12 and 13, 1913.

Main assembly room in Victoria Hall, corner Queen and Berti Streets, Toronto. The 2nd Annual Convention of The Canadian Window Trimmers is to be held here Aug. 11, 12 and 13, 1913. Part of this and a similar hall is reserved for manufacturing displays as shown in diagram.

retailing. In every town there are numerous active men who have not yet been asked to join the Association. Send in their names. If every member will arrange to bring one other member, this year's convention will surpass any similar organization of the same age. The members can do it.

The attitude of leading merchants is a promising outlook for next August convention. Most of the merchants who have been asked their opinion are favorable. Several members have approached their employers with regard to expenses to the convention. This is a good idea when the store is to benefit by direct results. The neglect of trimmers in presenting the matter in this way is one of the reasons why some display or publicity men have not been interested previously. The different committees are arranging so much of importance that whether a representative is sent by the store or pays his own expenses he cannot afford to stay away. Both the merchant and representative will be asked to judge whether or not the money is well spent. If the firm cannot see their way clear to pay expenses, come any way. They are usually willing to pay for better workmanship and results.

INDIVIDUAL HELP NEEDED.

Members can do a lot of work between now and August 1. The most important is to be in good standing and boost for a larger membership. The membership fee is $2 yearly and on this the financial welfare of the association depends to a great extent. This year the Association will be self supporting if the members send in their dues at once. The fees pay for the prizes. Therefore more paid up members means better contest awards. Money received from the sale of booths pays the rent of the hall and any expenses in connection with the program. Manufacturers are interested by a larger guaranteed attendance. Members cannot neglect their standing and expect the committees to take all the responsibility. Do not leave this matter until August 1. A few members have not yet paid this year's dues or signified that they intend to come to the convention. It is important that they do so. Every member should also ask fellow trimmers to join now. Plan now to take advantage of the opportunity. Everybody is welcome but the association has to depend on its membership. Boost for 200 members.

Remember the Convention dates. August 11, 12 and 13.

Kelowna, B.C.—An improved store front has been put in by the Oak Hall Clothing Co.

* * *

North Bay, Ont.—T. Milligan has remodelled his front and A. T. Smith, men's furnisher, will do the same.

* * *

Fort William, Ont.—Henderson Bros., men's outfitters, are going out of business and are conducting a big closing out sale. The sale is being advertised heavily in double-page spreads.

Some Style Tendencies in Masculine Attire

A summarized report of the Merchant Tailors' Fashion Exhibit held at Chicago—Ideas for summer wear, some of an extreme nature, are shown.

SOME OF the most distinct style tendencies at the Merchant Tailors' Fashion Exhibit at Chicago are given in the following report from the Tailor and Cutter:

Norfolk coats will be very popular, and the padless, close-fitting sparrow coat style will prevail among the young men.

Peaked lapels with rounded corners and long, narrow effect are to be worn extensively this season.

Polished bone buttons seem to be the correct adornment for Spring and Summer clothes.

Coats bound with narrow braid are the real thing for Summer wear. Ravelings from the braid are used for felling the braid ½ and ½.

Blue and gray serge bound with narrow black braid will be very popular.

Trousers will average 19 inches at the knee and 16½ inches at the bottom.

Double-breasted sack suits made from a dark blue Scotch material, length 31 inches, were on exhibition. Closed with 3 buttons, 4½ inches apart. Lapels well peaked, shoulders medium width, general effect of garment snug fit.

A very pretty model seen for Summer wear was made of gray material, a two-button, soft roll style, lapels peaked and a moderate cutaway front. Length 30 inches. Vest was 6 buttons, cut high. Trousers had a slight hip fullness, 19½-inch knee, 16-inch at bottom, with a 1¾-inch turn-up or roll bottom.

Quite a few cutaway frocks made from Roberts' cheviots were on exhibition, waist length 18 inches, full length 37. Front closed with two buttons. Edges bound, lapels show the oval shape peaked, soft roll effect and the front in well cutaway.

Popular stitching for edges are 1-16 to 1-8 single-stitched, also great many were hand stitched.

Chesterfield overcoats were 40 inches in length, peaked lapels, single-stitched 1-8 of an inch.

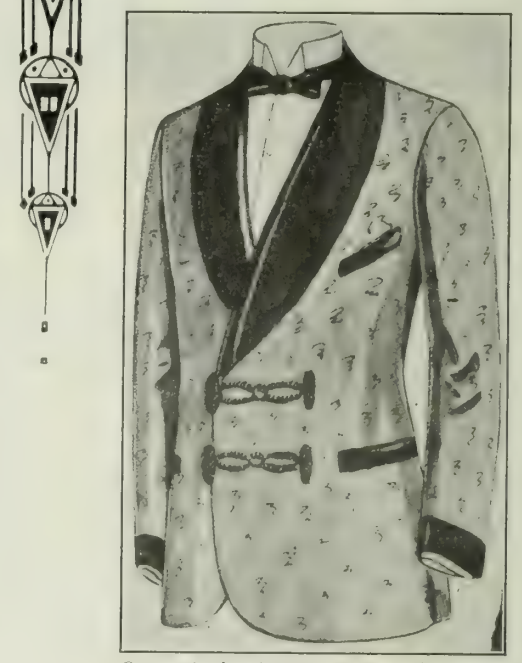
A great many shepherd plaids were also on exhibition, length 30 inches, front closed with three buttons, soft roll and medium cutaway.

The lapels were peaked medium size, edges and seams were single-stitched.

Vest, no collar, five buttons. Trousers, roll bottom 1¾ inches, knee 19 inches, bottom 16 inches.

For business wear a few four-button sacks were shown, length 30½ inches. Lapels have a short effect and are medium peaked lapels. Shoulders medium width as are the sleeves. Some were finished with a slanting vent and two buttons. Edge double-stitched.

For young men the newest effect is a double-breasted sack suit and made up in a soft, striped suiting, two-button effect, full length of coat 30½ inches. The lapels have a long shapely effect. The sleeves are narrow in width as are the shoulders, being trimmed off with four buttons at the hand. The trousers are 18 at the knee and 16 at the bottom.



One of the latest styles of lounge jackets. Reproduced from Men's Wear, New York.

Single-breasted two-button sack, straight front, made from dark blue pencil stripe. The pockets are all patched and button down. The length of coat is 29½ inches and edges are single-stitched as are the seams. The trousers are 19 inches at the knee, 16 inches at the bottom, and have a turned-up cuff of 1¾ inches at the bottom.

Nelson, B.C.—Emory & Walley, men's furnishers, are making extensive changes in their store. The office has been moved to a large balcony and the space below given up entirely to the tailoring department where three men are employd regularly. By this change the store space has been increased by an area of 25 by 15 ft.

If you're planning on bigger business for Fall YOU SHOULD FIGURE ON "IMPERIAL" BRAND

—the brand that made good profits and honest values possible in Men's Pure Wool Underwear

With the "Imperial" Brand of Men's Wool Underwear lined up behind up, there is little doubt, but that you will considerably increase your business over last year.

We have been specialists in Men's Wool Underwear for the past third of a century and have built a name for our underwear that is untarnished.

Our Men's Natural Wool, Men's Elastic Knit, Men's high grade Imperial, are far above the usual in value, fit and finish. "Imperial" Brand is the standard.

"Imperial Brand" Underwear can be secured at the leading wholesale houses.

KINGSTON HOSIERY COMPANY

Kingston *Established 1880* Ontario

The "last word" in boys' Clothing

Lion Brand is the product of many years' experience in specializing on Boys' Clothing. This experience has taught us to use serviceable, high-grade materials in styles that will instantly appeal to the fancy of the youth.

If you have been having trouble with your boys' clothing business, give us a trial order and let us prove that Lion Brand Clothes are quick-sellers and good profit-producers.

Write for catalogue.

The Jackson Mfg. Co.

CLINTON FACTORIES AT ONT.
CLINTON, GODERICH, EXETER, ZURICH,

THE KADY SUSPENDER

Permits free movement of the body and shoulders. No binding, no strain anywhere, no stretching of fabric, no wear and tear on buttons.

These are the SELLING POINTS of the Kady. All that men of action demand. It's the suspender they come back for. Push it.

The **Double Crown Roller** is the Kady's great feature. A patented device so simple and perfect that duplication is impossible. Imitation has been attempted. The straps slide over the rollers obedient to every movement of the shoulders.

Attractive signs and store cards free. Write for literature.

DOMINION SUSPENDER CO. NIAGARA FALLS, CANADA

Chinese Take to Despised White Styles

European clothes have officially been adopted—Etiquette chart issued, prescribes the "topper" as China's "Hat of Great Ceremony"—Some sartorial incongruities.

"THOSE OF position who call on the Chinese National Assembly will be expected to wear the Hat of Great Ceremony."

The Hat of Great Ceremony is known to the Western World as the "Silk Topper" or "Plug Hat," and the above injunction is a part of the instructions in clothing etiquette recently issued by the new Chinese Government. Every garment is labelled and its use carefully described so that there may be no mistakes to cause the foreigners' smile.

While intended for the use of Chinese officials, the chart is important in showing that China is adopting the clothing of the West. The stately robe and Mandarin's feather are to give way to an "evening coat of ordinary ceremony" crowned by a "Christie" hat.

TROUSERS
EVENING COAT OF GREAT CEREMONY
MORNING COAT OF GREAT CEREMONY
TROUSERS
EVENING COAT OF ORDINARY CEREMONY FOR THOSE OF POSITION
MORNING COAT OF ORDINARY CEREMONY FOR THOSE OF POSITION
DOMESTIC DRESS FOR ORDINARY OCCASIONS
HAT OF GREAT CEREMONY
LONG COAT
SHORT JACKET WORN OVER THE LONG COAT
HAT OF ORDINARY CEREMONY
WOMANS SKIRT
WOMANS COAT
LONG BOOTS USED BY THE LOWER CLASSES
MORNING BOOTS USED BY THOSE OF POSITION
EVENING SHOES USED BY THOSE OF POSITION

China, now that a Republic has been established, is forsaking her national dress for Western attire, as the above chart (reproduced from the Outfitter) will show. Every garment on the chart, which is intended for the use of officials, is carefully labelled in order that no mistakes may be made.

It is not, however, Chinese officials alone who are adopting European clothes. According to an interesting article in "The Outfitter," all self-respecting Chinese men and women make it a point of honor to wear foreign clothing.

Less than ten years ago, says one authority, the Chinese made fun of our European clothing. They did not hesitate to tell us to our face that they thought our clothes ugly, if not indecent. Now there is not a Chinese man or woman with pretensions of being "up-to-date" who has not his or her European costume.

TWEED CAP AND BLUE GOWN.

This change of clothing has not helped to make the Chinese look more picturesque; the European is rather inclined to laugh when he sees for the first time a representative group of Europeanised Chinamen. This is mainly due to their affection for tweed caps.

One of the commonest features in the streets of places like Shangai or Hankow is to see a man clad in a blue gown wearing a tweed cap ravishly tilted over one ear. The effect is entertaining rather than impressive.

The tweed cap, however, according to one English merchant settled in China, plays a very important part in present day Chinese life. It serves as a badge for the reformer and those who do not wear it are apt to be regarded as reactionaries and may be suspected as diligently seeking trouble.

Still more striking is the change in Chinese women's clothing. At one time they thought English women looked like "wasps ready to break off in the middle."

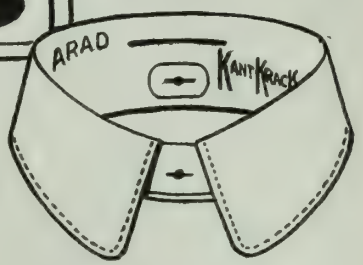
The modern Chinese woman, if she wishes to be thought stylish" never talks in this way. Her dress is made of foreign material and she will pay three times as much for foreign brocades as for native make, although the home-made will last ten times as long.

Ingersoll, Ont.—Borrowman & Parker, clothiers and tailors, have dissolved partnership.

New Westminster, B.C.—Reid & McDonald, clothiers, have moved to their new store, 707 Columbia Street.

Sackville, N.B.—H. Miller, who was burned out some months ago and has since been conducting a store in Amherst, will again open in business here in men's and boy's furnishings.

KANT KRACK COATED LINEN COLLARS



THE LONG SLIT
over the back button hole
THE RIVETED FLAP
reinforcing the weak spot
EASILY CLEANED
water, soap and sponge

These are the main features that are embodied in the KANT KRACK coated linen collars which serve to make them the most popular waterproof collars on the market. These features add greatly to the life and appearance of the collar. They look like linen and wear better. ***"One grade only, and that the best."***

(Made in Canada)

The Parsons and Parsons Canadian Co.

HAMILTON -:- -:- -:- ONTARIO

DR. NEFF'S UNDERWEAR

You have undoubtedly heard of it ---now you can get it in Canada

Dr. Neff's Pure Wool Underwear is famous for its delightfully soft texture—its great wear—its perfect body conforming fit.

Comes in Union and two-piece suits.

Send for samples of the Fall and Winter range.

THOMAS WATERHOUSE & CO., Limited

Ingersoll, Ont.

Mr. W. R. Mosey, Toronto, agent for Ontario; John W. Peck & Co., Winnipeg, for Manitoba, Saskatchewan, and Alberta; John W. Peck & Co., Vancouver, for British Columbia and the Yukon.

PIM'S IRISH POPLIN

For Distinction, Refinement, Durability, select

PIM'S IRISH POPLIN TIES

They are the most fashionable Ties obtainable, and present a wide range of tasteful designs in self colors, stripes, etc.

Wholesale—PIM BROS. & CO., Irish Poplin Manufacturers, William Street, Dublin.

Canadian Agents—Hyndman Commission Co., 156 Lombard St., Winnipeg. Thomas Brophy & Sons, 41 Herald Bldg., Montreal.

Final Proceedings at the R. M. Convention

IN THE last issue, The Review presented a report of the early proceedings at the Retail Merchants Convention. Concluding sessions are reported below.

Bulk Sales Act further discussed, some interesting points being raised—Trading stamp schemes discussed—Election of officers for ensuing year.

Toronto, May 10.—Whether or not the proposed Bulk Sales Act for Ontario would or would not be detrimental to the interests of the retail trade was one of the main subjects up for discussion on the second day of the Retail Merchants' Association Convention at Massey Hall last week.

DISCUSSION ON BULK SALES ACT.

After the secretary's and treasurer's reports had been presented, the convention went into the further discussion of the propriety of the proposed Bulk Sales Act.

G. B. Ryan, of Guelph, again contended that the principle of the bill was correct—that there should be some law to prevent a dishonest merchant from selling out and departing with the money. He suggested that if any parts of the wording of the bill were found to be detrimental to the retailer they should be changed, but he would not be in favor of it being fought against in any form.

Secretary Trowern stated that on his recommendations the bill had been entirely thrown out, not merely laid over. It was a bill, he said, for the protection of the wholesaler and not the retailer, and, therefore, in his estimation was class legislation. Retailers were honest men, with few exceptions, and just why there should be such a bill to catch a handful of rascals to the detriment of honest men he was at a loss to see. He contended wholesalers should watch their credits closely enough, so that it would be impossible for them to lose money by the absconding of debtors.

Replying to this, Mr. Ryan said that that was all very well from a local standpoint. "Men whom I deal with are all nearby, and I know what's going on. But it's different with a wholesaler, who has to do business with customers 1,000 and 2,000 miles away.

The secretary maintained that in the Criminal Statutes at present was an Act dealing with absconding debtors. It was a criminal offence, liable to a fine and imprisonment. If power could be given Dominion authorities to go after the absconder when he crosses the line nothing more would be required.

"Stop him from selling out and defrauding his creditors before he gets across the line," declared Mr. Ryan.

"You cannot make legislation to cover every transaction," said W. H. McCordick, St. Catharines, who maintained that a wholesale dealer or manufacturer could prevent bad credits by securing statements on intending purchasers from mercantile agencies. "Once when I went to Buffalo to buy coal I was asked how much I was worth. I told the man, but if I had been crooked in giving him the figures he would have found me out when he had secured a statement."

The impression of J. Staples, Lindsay, was that if he wanted to cheat his wholesaler the bill would stop him from selling. If he cheated he would be criminal, and, therefore, the law should follow him anyway. But he did not think the proposed Act would affect an honest man.

Mr. Trowern—"The bill should not go through unless it covered everybody, not simply retailers."

Mr. Ryan—"The bill prevents a wholesaler or a manufacturer from selling out without the consent of 60 per cent. of the creditors, just the same as it affects the retailers."

Mr. Trowern—"If it had stated that the seller did not have to submit the names of 60 per cent. of the creditors until after the sale it would have been a different thing, but the seller must get their consent 'before closing' the sale."

Mr. Ryan—"Yes, 'before closing' the sale, not 'before beginning' the sale. You have your contract all drawn up and the deal must go through."

"Another thing," added Mr. Ryan, "in the circular letter sent out from the association headquarters it states that the fees of the trustee, which shall not exceed 5 per cent., must be paid by the debtor. That is not true. It distinctly states in the second part of section 5 of the proposed bill that the fees with any disbursements 'be deducted out of the moneys to be received by the creditors and shall not be charged to the debtor.' "

The secretary contended that if the seller owed, say, $4,000 to a mother-in-law, a brother, an aunt or an uncle, that person would not be content to get back only 95 per cent. of it.

A. M. Patterson, dry goods merchant, Brockville, drew an analogy between the proposed bill and the method adopted in selling a house. "You have to inform the purchaser as to the mortgagee, if any, and the amount against the property, before the sale can be consummated. There may be a few undesirable words in the bill, but in principle it is right."

R. C. Braund, asked where the bank would come in which had advanced money to the seller. "Would the bank," he asked," be willing to accept its loan

ARE YOU PREPARED

For the business on all kinds of Knitted Goods that will come your way this Fall?

Our travellers are now on the road and a card will bring them to you. They are showing a most complete line and worthy of your inspection.

BENTRO KNIT
THE WEAR IS THERE

Sweater coats for ladies and men. Ladies', children's and men's mitts and gloves. Caps, toques, sashes and knitted neckwear.

"Bentro Knit" goods are produced by men who are long experienced in the business. The most modern equipment and a desire to give only the very best cannot fail to produce a selling line that you can ill afford to be without.

THE WILLIAMS-TROW KNITTING CO., LIMITED

Stratford - - - Ontario.

Agents:

J. M. ROBERTSON & CO.,
70 Bay St.,
Toronto, Ont.

GEO. A. HARRIS,
120 King St.,
Winnipeg, Man.

Wreyford & Co., Toronto

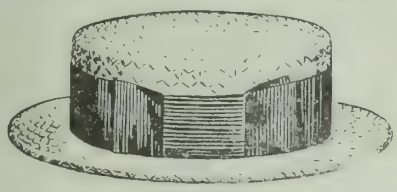
Wholesale Men's Furnishers

Dominion Agents for following Manufacturers:

Young & Rochester, LONDON AND LONDONDERRY

Finest Taffetas and Silk Shirts—Latest Neckwear—New Collars—Spring Designs of their celebrated "Wyanar" Shirts stocked in Toronto, at $12.00 and $13.50 doz.

Tress & Co., London and Luton



High Class Hats and Caps—Shipment of Straws just received. New Fancy Edge, Ivy band, $15.00. Cork Lined Boater, $12.00.

Cohen & Wilks, Manchester

"Aquatite" Raincoats in Yarnproof Gabardine, Handspun Tweeds, etc.

Reversible Ulsters and Motor Coats for Gentlemen and Ladies.

Linen without laundry bill
Waterproof without odor

THAT'S

S. D. COLLARS

They are neat, stylish linen collars, with all the appearance of the ordinary linen collars but with the weekly laundry bill eliminated. Being waterproof they may be wiped off with a damp cloth and look as clean and fresh as a newly laundered collar.

Made with or without non-corroding aluminum eyelets.

Made in linen, gloss and dull finish.
Sold in half sizes, 12 to 18.

Write for catalogue to-day.

The
Smith-D'Entremont Co., Ltd.
1475-77 Queen Street W. - Toronto

minus the 5 per cent., for the trustee because it was one of the creditors?"

Becoming involved with difficulties and because of both the opposition to the bill and the favor it found it was finally decided to leave the question over to a special committee composed of the executive, which would also request various branch associations to appoint one of their number to act on it. A conference with representatives of the Canadian Credit Men's Association was also suggested, and this will be had, no doubt, if the retailers decide that some sort of Bulk Sales Act is deemed advisable.

TRADING STAMP ACT VIOLATIONS.

In absence of President Wesloh for an hour or so, vice-president E. C. Matthews took the chair on Wednesday afternoon while the convention was dealing with remainder of the resolutions. The first was that, whereas some merchants are using coupon cards, prizes as awards, etc., in violation of the Trading Stamp Act, it was desirable that all cases of this character be forwarded to the executive.

B. W. Ziemann, merchant tailor, Preston, Ont., contended there was too much of this sort of thing going on, and that merchants frequently go into illegal schemes unknowingly. "We should show fellow-merchants that they are violating the Act," he said, "but when promoters attempt to launch such schemes it is a different thing; we should get right after them."

DELAYS IN FREIGHT CLAIMS.

At this juncture Mr. Gray, of the claims department of the Grand Trunk, who was asked to come to the convention, talked for a few minutes on some of the reasons why there were often delays in settling claims.

"Delay in settlement," he claimed, "not altogether a matter which rests with the express or freight departments of the transportation companies. We handle many claims, and a large percentage of them are due to delays caused by incomplete returns from receivers. We must have the documents filled out properly, but in many cases the claimant neglects to do this. He fails to understand the necessity of it. I have known it to take five, six and seven weeks before the documents came in properly filled, and we do not ask for anything that is unnecessary.

"Often the merchant's own employees as well as the cartage men are indifferent to his interests, simply because they know that if there is any shortage when the invoice is gone over he can get it adjusted with the shipper who comes after us. We may have good receipts to show that goods arrived in perfect condition at your station, and then comes the trouble. Retailers should assume greater responsibility in getting the goods from the depot so as to prevent any pilfering on the part of cartage men or their own employees.

"Another cause for complaint," added Mr. Gray, "is due to insufficient packing, addressing, and lack of care in making out shipping bills. No more than 70 per cent. of shipping bills are completely filled out. Address, name of county or something else is wrong or omitted.

"The transportation companies," he said, "have difficulty in the employment of labor. We are not in direct touch with our men as you are, and they are continually leaving, and, therefore, many of them are inexperienced."

ADDRESSES BADLY MIXED.

"Go to any freight shed and you will find 75 per cent. of return packages have no address or anywhere from one to fifteen. The wrong barrels sometimes come back, and as barrels are not of the same value there is a kick, and we have to pay the difference."

A few questions were asked Mr. Gray in reference to delays in paying claims after these had been acknowledged by the company. One man said it was his opinion that the Grand Trunk had always thousands of the people's money on which it was saving interest.

Mr. Gray replied that such was not at all the case, as 90 per cent. of the claims acknowledged were paid in 60 days.

One resolution dealt with the contention that a Department of Trade should be formed by the Government in the interests of the retail merchants. Labor had its separate department, and the convention considered the retail trade should be similarly recognized.

Objection was taken in a resolution to the indiscriminate distribution of an annual publication from the Department of Labor at Ottawa dealing with wholesale prices. This book, it was pointed out, gets into the hands of labor people and others who know nothing of business conditions, and tends to create a prejudice against the retailer.

The incoming executive was instructed to watch articles appearing in newspapers, journals, magazines, reflecting on the character and ability of retail merchants.

Leading the Way

IN THIS issue is presented a description of the new store of Rod Sangster Jr., Montreal. It is a large and spacious establishment, fitted up in the most modern manner and with fixtures which not only give the maximum amount of display space but unusual facilities for stocking of goods as well. One has but to consider the equipment of stores such as these to realize that the men's wear store of to-day is leading the way in the matter of equipment. For adequacy of display and stock arrangements the typical men's wear store has no superior.

VANGUARD KNITTING WOOLS

TRADE MARK REGISTERED

Established 1752.

TRADE MARK REGISTERED

Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.

Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, LTD.,

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

Prepare for the Belt Season

If you are not using one of our No. 1125 improved belt stands, you are not making the most of your opportunities. This is the very best stand ever devised for the display of belts. It stands 5½ ft. high, and the prongs are numbered for the different sizes of belts. Each prong is also removable, as shown in cut; the stand revolves. We also make this stand with plain prongs, with turned up ends, for the display of suspenders. Write for our new catalogue to-day.

Clatworthy & Son Ltd.

161 King St. West
TORONTO

THE ROYAL BRAND COATLESS SUSPENDER

Comfortable, Invisible, Easily Attached

Many men spoil their happiness and comfort by suffering from the Summer's heat just because they cannot get a satisfactory invisible suspender. You know that this is true, Mr. Merchant, so why not introduce a suspender that is absolutely invisible, perfectly comfortable, easily attached. These points are all embodied in the Royal Brand Coatless Suspender. It gives the wearer perfect freedom of movement and all round satisfaction.

Made in two styles and qualities — 2 point and 4 point. We also make garters, arm bands and leather belts.

Write for prices to-day.

Manufacturers of "Peerless" and "Fit Rite" Braces

The Canadian Suspender Mfg. Company
92 Peter St. - TORONTO

The MacLean Publishing Co. in Europe

Something about the work in Great Britain and the Continent, together with a brief description of the London offices — The MacLean Publishing Co. a factor in Imperial trade.

FOR NEARLY 25 years the MacLean Publishing Co. have maintained a branch office in London to look after their interests in the British Isles and the Continent of Europe. Till 1904 this office was at 85 Fleet Street, but, as this building was demolished with several others in the Fleet Street improvement scheme, the company took offices at No. 88 on the opposite side of the street. Here, on the second floor of the fine building owned by the "Birmingham Post"—one of the leading British dailies—and overlooking almost the entire length of Fleet Street with its continuous stream of traffic, many newspaper offices, noise and bustle, the London Staff of the company keep in touch with the latest trade developments of the whole of Europe and the outlying parts of the British Empire.

During the last few years the European business of the company has grown to such an extent that the offices and staff have had to be doubled. Amongst European houses The MacLean Publishing Co. is recognized as an authority on Canadian trade and financial conditions and is frequently consulted by firms interested in the Canadian market and those wanting to secure a foothold in the Dominion.

E. J. Dodds, manager of London office of The MacLean Publishing Co.

The offices now consist of an entire flat of four rooms. Of the front two, overlooking Fleet Street, one is Mr. Dodd's private office and the other is occupied by the stenographers. The rooms at the back which look out on to St. Bride's Church, and grounds, famed for its graceful spire, are devoted to the accounting, subscription and travelling staff.

The company's representatives cover the whole of the British Isles at frequent intervals, thus insuring the information about various industries and manufacturers which is kept on file at the office is always up-to-date. Manufacturers and traders in all parts of the Dominion constantly write London office for information and advice, whilst Canadian visitors use the offices freely and have their mail addressed them there if they wish.

British manufacturers are doing an increasing trade not only in Canada but practically all other markets. A big portion of this business is done through export merchants and shippers in London who act as buying agents for foreign houses. Goods advertised in MacLean's papers are not infrequently enquired for by the London merchants who have received enquiries from their clients in various countries. The circulation of MacLean's papers amongst British Export Merchants is being cultivated and Canadian manufacturers using publications of the firm will find this circulation of the greatest possible value if they are looking for export business.

In addition to the circulation amongst British merchants an increasing number of MacLean's papers are finding their way to British Dominions and foreign countries, including Australia, New Zealand, South Africa, India, France, Germany, Italy, Spain, and Switzerland, Russia and Turkey.

- - THINK IT OVER - -

The advertisements appearing in this paper each issue are there because it pays the advertiser and for no other reason.

Is it not about time you investigated this proposition, and not let the other fellow do all the talking to the man you should be selling?

You can talk across Canada in full page space to live dry goods dealers for $25 an issue if you contract for twenty-four insertions. Worth while, isn't it?

Editor of Dry Goods Review.—"Will you be kind enough to advise us best manufacturers in Canada or the States of iron beds and mattresses. We shall greatly appreciate any information."

The following firms specialize on beds and bedding. Quality Beds, Welland; G. Gale & Sons, Waterville, Que., Toronto office, 180 Queen St. E., Alaska Feather & Down Co., Montreal; Ideal Bedding Co., Toronto; Ives Modern Bed Co., Cornwall; Standard Bedding Co., Davies Ave., Toronto; Harvey Quilting Co., Toronto; Berlin Bedding Co., Berlin; Toronto Furniture Co., Toronto; The Kindel Bed Co., Toronto; The Ball Furniture Co., Hanover, Ontario.

* * *

Calgary, Ont.—W. Pickard and Son, dry good, millinery and read-to-wear, announce that they are going out of business.

* * *

Nothing like the impact of brisk business conditions to jar financial tightness. That's what is happening in Canada.

Elaborate Fixtures

Continued from page 53.

The business is run on a strictly cash basis and there is practically no expense for bookkeeping. The clothing sales are kept separate from the furnishings saels, each department having its own cash desk, so that it is possible to know at all times just what each department is doing.

The store emphatically demonstrates features for handling merchandise successfully. The departments are laid out correctly for the quick handling of the various lines. There are scarcely any packages or boxes. All goods are displayed in cases or laid out in drawers and the old-time system of unwrapping merchandise has been relegated to the graveyard. The policy of the store is exclusiveness, full value and prompt service, and it seems to fill the bill.

S. E. Porter & Co.

Sole Agents for Canada.

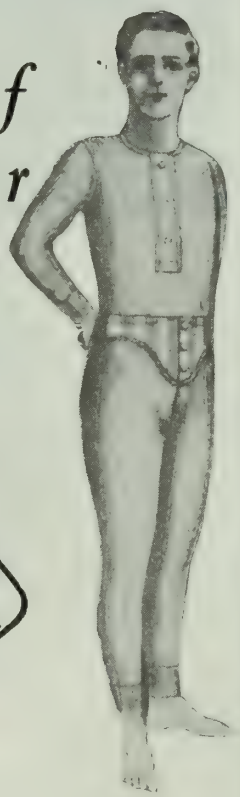
Complete Stock on Hand at "Birks Building," MONTREAL

Look into the

Maple Leaf Underwear

Record

during the past six years and you will be able to solve the "reason why" of its success. It gives the maximum amount of satisfaction to wearer and retailer. See the Fall samples.



THOS. WATERHOUSE & CO., Ltd.

INGERSOLL ONTARIO

HAROLD F. WATSON, WELDON & CO., Selling Agents
Coristine Bldg., Montreal.

A Handsome Horse Show Window

The Horse Show window shown above was trimmed by Reid W. Pepper, for Harvey C. Hall, Yonge Street, Toronto. It is both elaborate and striking, combining selling strength with a distinct "horsey" background, lent by the use of pictures and riding accessories.

This display contains several individual unit arrangements of men's wear which have distinct merit.

ESTABLISHED 1850

C. F. RUMPP & SONS

INCORPORATED 1904

Manufacturers and Exporters of

FINE LEATHER GOODS

TOURING GOODS

Always TRADE R MARK Reliable

HOLIDAY GIFTS

Always TRADE R MARK Reliable

Write for Circular. Correspondence Solicited.

Philadelphia, U. S. A.

NEW YORK SALESROOM: 683 and 685 Broadway

WESTERN CANADA: WILLIAMS & MILLER, Calgary, Alta.

Stock Records and Store Forms are Adopted

Committee appointed by the Interstate Retail Clothiers' Association's selected forms which are deemed best fitted for carrying on clothing store—A description of the system.

THE INTERSTATE Committee of Retail Clothiers' Associations recently took up the question of stock records and office forms. A committee was appointed to go into the question fully, consisting of the president and secretary of each of the six state organizations in the Middle West. A number of other prominent association members were added to the committee. It was formed, as previously reported, at the Iowa Retail Clothiers' Association's annual convention in Dubuque, February, 1912. The idea was advanced at that time that one of the greatest needs of the average retail clothier was an efficient, practical system of keeping a careful record of stock and sales, in order to do away with over-buying, says Men's Wear.

The first work of the committee was the drafting of a combination swatch book and daily stock and sales record, as well as a sleeve ticket and a permanent stock record. These were first reproduced in this magazine on October 23, 1912. At meetings of the committee since that time the records reproduced on this and the following pages were drafted.

They were drawn up after a thorough study of hundreds of forms now in use, and, in the estimation of the committee, are the most practical records that can be devised.

Number 1 is a stock record form, intended primarily for clothing, but one which can be used for almost any line or department in the store, such as odd trousers, raincoats, underwear; in fact, any merchandise that runs in sizes. This record is brought out by the committee in a bond volume of 200 pages, allowing the same book to be used for a number of different departments. It is also printed in loose leaf form.

Number 2 is a hat and cap record, bound 200 pages to the book, and this is also brought out in loose leaf. The double ruled lines in both numbers 1 and 2 represent red lines in the form. Of course it will be understood that the cuts shown in these pages are greatly reduced reproductions of the original forms.

SALESMAN'S RECORD MONTH OF_____ 191__

DATE	SALESMAN No 1. CASH	SALESMAN No 1. CHARGE	SALESMAN No 2. CASH	SALESMAN No 2. CHARGE	SALESMAN No 3 CASH	SALESMAN No 3 CHARGE	SALESMAN No 4 CASH	SALESMAN No 4 CHARGE	REMARKS
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
15									
16									
17									
18									
19									
20									
21									
22									
23									
24									
25									
26									
27									
28									
29									
30									
31									
TOTAL									

No. 6. Salesman's Monthly Record.

	SALESMAN No 1 CASH	SALESMAN No 1 CHARGE	SALESMAN No 2 CASH	SALESMAN No 2 CHARGE	SALESMAN No 3 CASH	SALESMAN No 3 CHARGE	SALESMAN No 4 CASH	SALESMAN No 4 CHARGE	REMARKS
JAN									
FEB									
MAR									
APR.									
MAY									
JUNE									
JULY									
AUG									
SEPT									
OCT									
NOV									
DEC									
TOTAL									

No. 7. Salesman's Annual Record.

JONES & COMPANY
ALTERATION TAG

NO	SALESMAN
DATE	RACK NO.
NAME	
ADDRESS	
OCCUPATION	
CALL OR DELIVER	
PRICE	CASHIER STAMP
PAID	
DUE	
MFG. LOT	OUR LOT
C & V SIZE	PANTS
ALTERATIONS	
ALT COST	WANTED

OFFICE CHECK

NO	SALESMAN
NAME	
WANTED	ALT COST

JONES & CO.
100 MAIN ST

NO	SALESMAN
NAME	
COAT VEST PANTS OVERCOAT	
PRICE	
PAID	CASHIER STAMP
DUE	
RACK NO	

PRESENT THIS CHECK WHEN YOU CALL FOR GOODS

No. 3. Alteration Tag.

DAILY STATEMENT _____ 191__

	DEPARTMENT 1				DEPARTMENT 2				DEPARTMENT 3			
SALESMAN	CASH SALES	CHARGE SALES	COST	PROFIT	CASH SALES	CHARGE SALES	COST	PROFIT	CASH SALES	CHARGE SALES	COST	PROFIT
1												
2												
3												
4												
5												
6												
7												
8												
9												
10												
11												
12												
TOTAL												
FOR DEPT												
DEPT 2												
DEPT 3												
GRAND TOTAL												
CHARGE SALES												
TOTAL SALES												

No. 8. Daily Statement.

COMBINED STATEMENT FOR MONTH OF _____ 191__

	DEPARTMENT				DEPARTMENT 2				DEPARTMENT 3				COLLECTIONS
1													
2													
3													
4													
5													
6													
7													
8													
9													
10													
11													
12													
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22													
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25													
26													
27													
28													
29													
30													
31													
TOTAL													
	STOCK ON HAND 1ST				STOCK ON HAND 1ST				STOCK ON HAND 1ST				
	RECEIVED DURING MONTH				RECEIVED DURING MONTH				RECEIVED DURING MONTH				
	PROFITS				PROFITS				PROFITS				
	TOTAL				TOTAL				TOTAL				
	DEDUCT SALES				DEDUCT SALES				DEDUCT SALES				
	STOCK AT END OF MONTH				STOCK AT END OF MONTH				STOCK AT END OF MONTH				

EXPENSES

RENT
CLERK HIRE
LIGHT

TOTAL EXPENSE

STATEMENT OF PROFITS FOR MONTH

	SALES	PROFITS
DEPARTMENT 1		
DEPARTMENT 2		
DEPARTMENT 3		
TOTAL		
DISCOUNT		
GROSS PROFIT		
DEDUCT EXPENSE		
NET PROFIT		

STOCK OF HAND AT END OF MONTH AND PURCHASES

	STOCK	PURCHASES
DEPARTMENT 1		
DEPARTMENT 2		
DEPARTMENT 3		
TOTAL STOCK AT END OF MONTH		
INSURANCE IN FORCE		

INDEBTEDNESS AT END OF MONTH

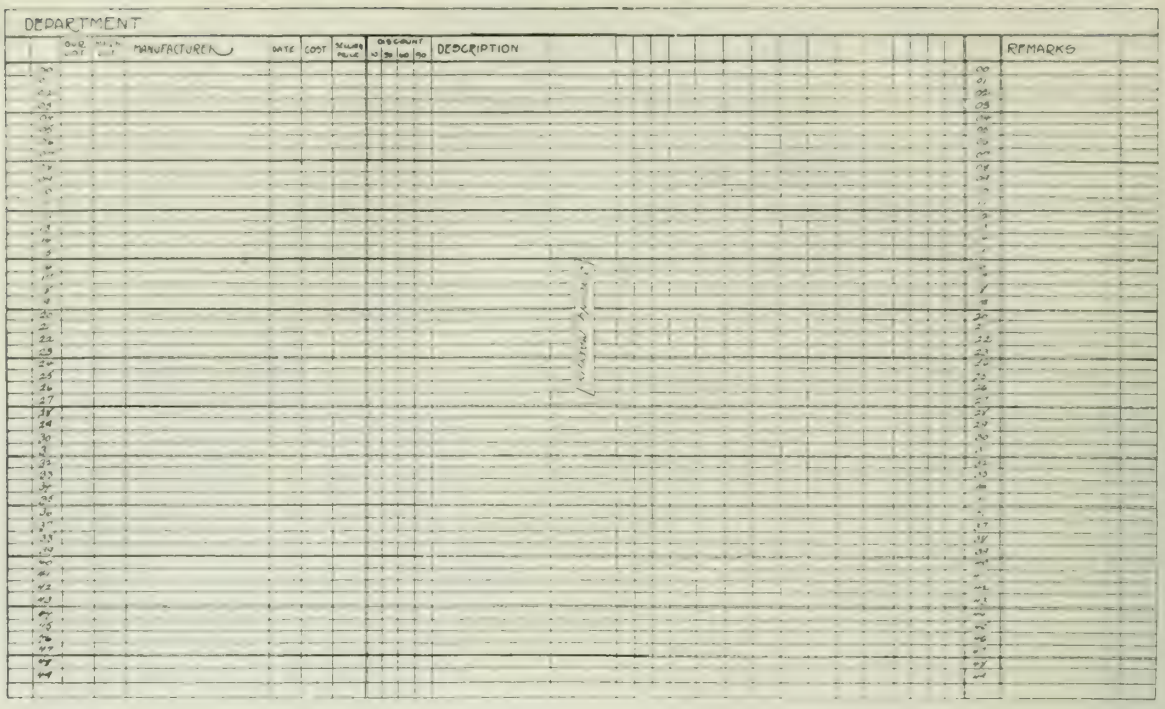
OPEN ACCOUNTS
BILLS PAYABLE
TOTAL

No. 16. Monthly Statement.

RECORD OF INCOMING FREIGHT AND EXPRESS.

DATE	SHIPPER	FROM	ROUTE	DRAY CO	NO CASES	WEIGHT	CHARGES	REMARKS

No. 9. Record of Incoming Freight and Express.



No. 1. Stock Record for Clothing or other Stocks.

Numbers 3 and 4 are alteration tags, that need no explanation to the retail clothier. They are perforated, one part going to the customer to present when he calls for the suit or overcoat, the second part going to the office, the third part going to the alteration shop with the garment.

Records number 5, 6, 7, 8, and 9 are all of one size, printed in loose leaf form, so that one binder will answer for all. They are also brought out on cards for those who prefer this system.

No. 5 is a sheet for estimates of advance purchases.

No. 6 is the monthly and daily record of the various salesmen.

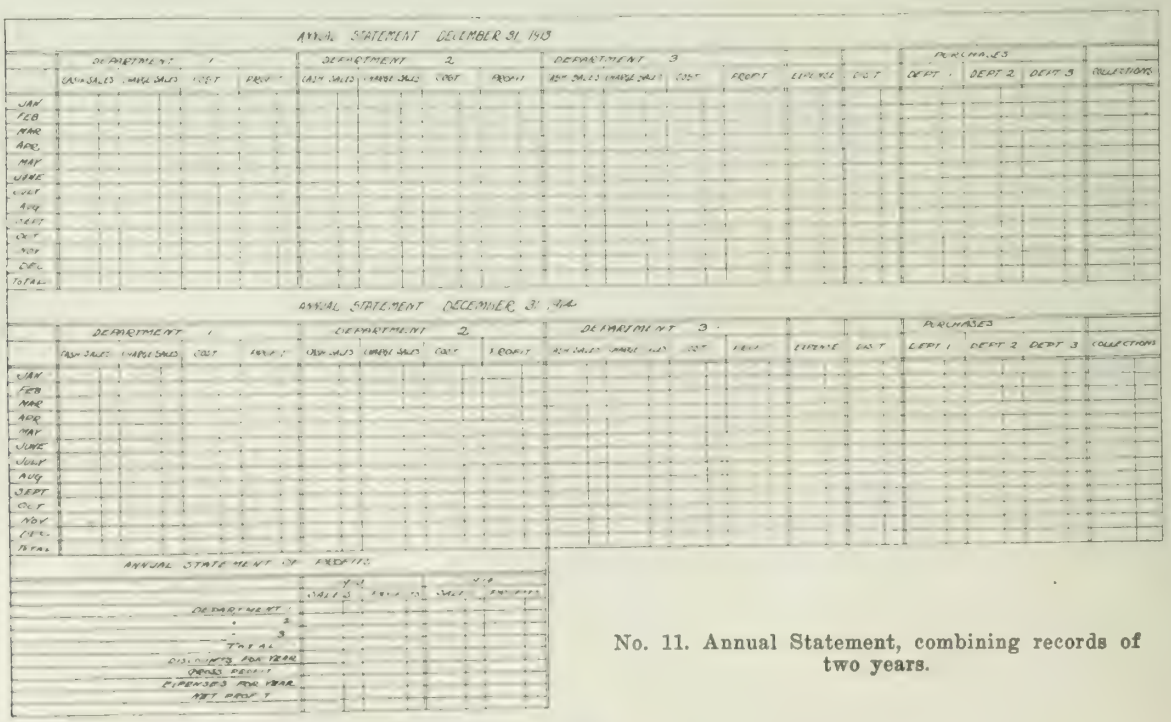
Number 7 is the salesmen's annual record.

Number 8 is a daily statement by departments.

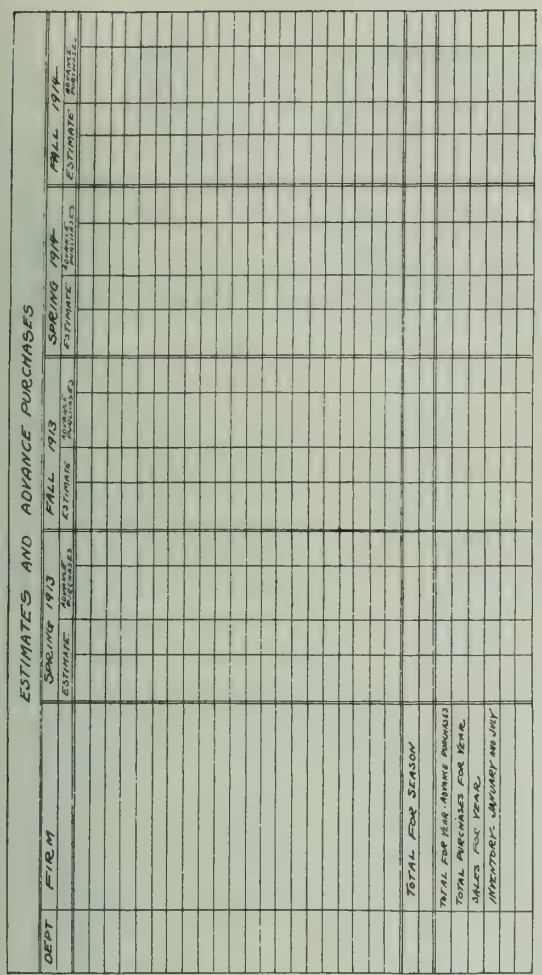
Number 9 is a record of incoming freight and express.

Number 10 is a combined monthly statement from the various departments.

Number 11 is the annual statement by departments. It will be noticed that two year's records are shown on one page for convenience in comparison.



No. 11. Annual Statement, combining records of two years.



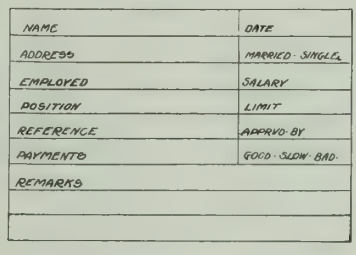
No. 5. Record of Estimates and Advance Purchases.

This form and number 10 are also brought out in loose leaf.

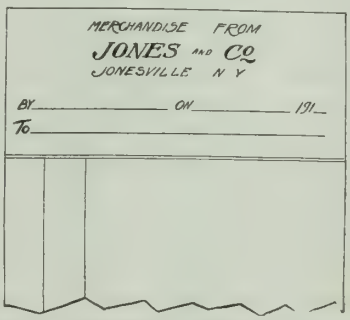
Number 12 is the inventory sheet. In the cut only the upper half of this sheet is shown. The lower half is merely a continuation of the ruling shown in the cut. This is printed in loose leaf form.

Number 13 is a record of merchandise returned. This is printed in a book in triplicate form, the record remaining in the book, one copy being torn out and sent with merchandise and the other sent by mail with the letter notifying the recipient of the return shipment.

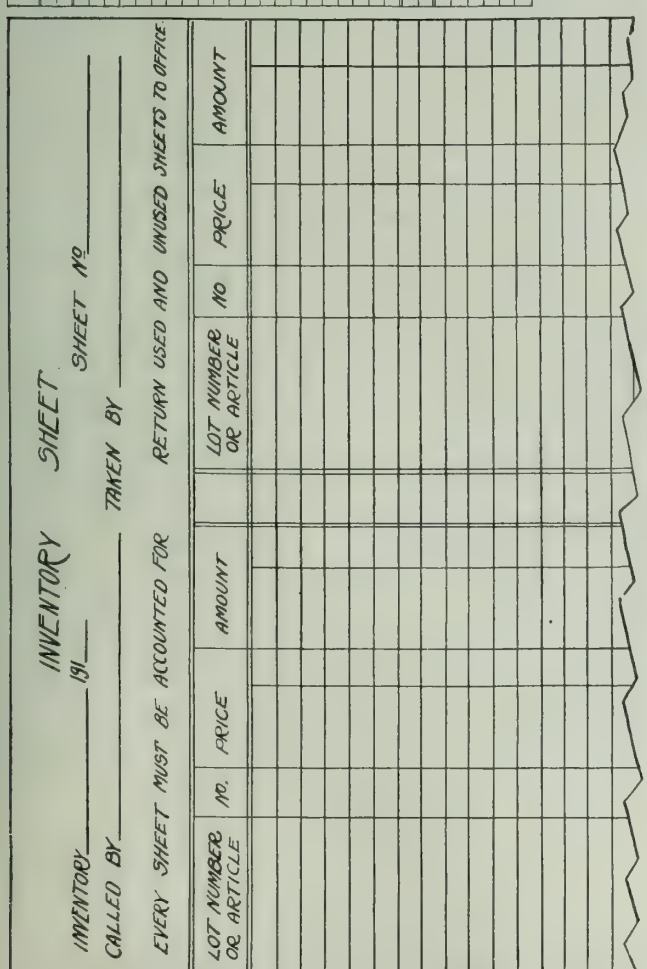
No. 14 is a convenient card for the credit department of a store doing a credit business. It is filled out at the time the application for credit is made.



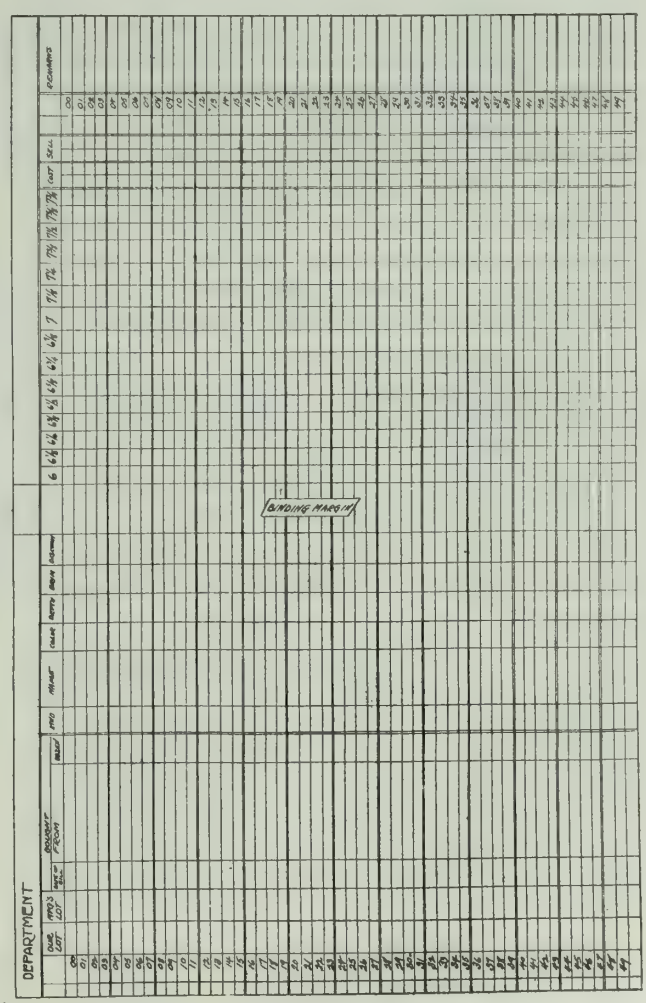
No. 14. Application for Credit Card.



No. 13. Record of Merchandise Returned.



No. 12. Inventory Sheet.



No. 2. Hat and Cap Record.

Originality is a good feature of ad.-writing. But you can always get too much of a good thing.

GOOD ADVERTISING

Some good samples of men's wear advertisements—A discussion of their good points and their faults—The value of white space demonstrated.

ON THE opposite page is shown a number of advertisements of men's clothing, all of them of an unusual high degree of excellence. They are, at that, representative of the class of advertising which is being done by clothing and men's wear firms throughout the country.

At the top is shown part of a full page ad. of the T. Eaton Co., Toronto, the bulk of which was devoted to men's clothing. The lay-out of this section is an admirable one in most respects. The figures are well drawn, mannish and natural in their lines and, as placed, they stand out with a good degree of prominence, a degree which would have been heightened, however, had more white space been allowed. The same objection applies to the whole advertisement. It presents too condensed an appearance. It is too "talky." A description is one of the strongest and most essential features of a clothing ad., but it is rather an easy matter to become too descriptive. The matter contained in this ad. is exceptionally well written, in a chatty way, but how many would go through it to discover the merit of the writer's diction? Short, sharp, incisive descriptions would have served the purpose better.

Beneath is shown a panel from an advertisement of the Regina Trading Co., featuring men's fancy shirts. The lay-out is an excellent one and would, with a few changes, to include firm name, serve well for a separate advertisement. In this ad. each article is described tersely and priced in large black figures. Small space has been used to most excellent advantage.

An ad. of undoubted originality is that of Fairweathers, Limited. The sign at the top, "The House of Quality," has long been used by the firm and can be identified at first glance by residents of Toronto. It is distinctive and as such a most valuable feature of the advertisement. The reading matter is well arranged with a sufficient margin on either side to lend the strength which white space alone can give.

A neat appearing ad., barring some very noticeable typographical defects, is that of Fralick & Co. It is aggressively worded and attractively laid out, the neat illustration adding to the effect. Had the cut off rules, distributed through the copy, been replaced by neat dashes or eliminated entirely, the appearance of the ad. would have been heightened considerably. Neater joints on the border would also have constituted a distinct improvement.

The elongated ad. of the R. J. Devlin Co. has many features which commend it highly. Its shape itself is sufficient to win attention. The use of the two cuts with prices serves to fill the space to good advantage, having plenty of white space to make them stand right out. This ad. should prove a sales winner.

* * *

Honesty in Advertising

A campaign has been started in certain quarters against dishonest advertising.

There has been of late years a distinct tendency on the part of ad. writers to drift away from the straight and narrow path of absolute truth in the preparation of copy. The transition begins with a tendency to exaggerate, to let enthusiasm run riot in descriptions. Then the habit of exaggerating values creeps in, and finally over-enthusiasm (to term it mildly) finds its way into the manipulation of figures. So far the ad. writer has not got himself into very dangerous depths, but unfortunately other influences begin to manifest themselves to force him farther afield. The competitive spirit carried to excess is one of the most potent influences toward dishonesty in advertising. The ad. writer desires to present his goods in a more favorable light than any of his competitors are doing; the spirit of emulation seizes them all, and they are soon engaged in a brisk competition of promiscuous prevarication.

For instance, Bloughard & Co. advertise a suit, regular price $28.50 for $18.50. The public accepts the figures as bona fide. But then H. O. Tair thinks to go his competitors one better and advertises a suit, regular $30.00 for $18.50. This is creeping far be-

SPECIALLY INTERESTING TO MEN

Smartly Tailored Stylish Suits for the Young Man

The Many Merits of Society Brand Clothing

SAID THE REDOUBTABLE BOB ACRES, on his transformation from the country squire to the man-about-town—accomplished by means of a new suit of clothes and curled hair — "Dress does make a difference, Davey." And, verily, there is never a young man of sense who will gainsay him.

That dress does indeed make a difference is a fact of practical experience to the wearers of Society Brand clothes, designed no less for men who stay young than for young men. Cut with all the very latest style features—high vest, semi-fitting coat with closely-fitting shoulders and collar, rounded corners, and 2 or 3 buttons, they also have many special features. Such, for instance, are the pencil pocket in the seam of the inside breast pocket, the extension safety pocket, which conceals and secures letters, papers, etc., and the watch pocket, within the outside breast pocket—all in the coat. The vest has a watch guard in the lower left pocket for fob or chain and a pencil or fountain pen pocket, which opens in the seam of the upper left pocket. The trousers are permanently creased, which keeps them pressed and prevents bagging at the knee. They possess a cash pocket within the right hand side pocket and an improved secret money pocket on the inside of the waistband. And, besides all this, the styles are eminently distinctive.

A three-piece Summer suit of Cambridge grey cheviot, though of light weight, is splendidly tailored and built to retain its shape. The single-breasted, 3-button coat has the fashionable rounded corners and peak-shaped lapels, with a semi-form fitting back and well built shoulders. The vest is cut high, showing a vestee, and fastens with six buttons. The trousers are obtainable with plain or cuff bottoms. Sizes 33 to 39. Price, $20.00.

Many other models, single-breasted and with 2 or 3 buttons, may be seen in this brand, the materials including worsteds, fine cassimeres, fancy weaves and thread stripes in the latest Summer colorings. Prices, $18.00, $22.50, $24.00 and $25.00.

Wear Your Colors in a "Blazer" Coat

The Correct Coat for the Camp, the Playing Field, the Outing and the Summer Resort

ON THE THAMES they make a vivid splash of color, not only on Boat Race Day and at the time of the Henley Regatta, but during the whole boating season — these brightly striped flannel blazers. And the seaside resorts, the country lawns, the playing fields of Eton and Harrow and the hundreds of schools, colleges and clubs where men and boys most do congregate, are gay with them.

There surely is never a man — in the land where so many men's fashions are made, who is not proud of his blazer, and the same feeling is now very evident in Canada, for the striped blazer in college or club colors is regarded as a necessary possession for the smart man.

Therefore those who would at the same time be fashionable and comfortable will be glad to hear that striped blazers in college, High school and club colors may now be purchased in the Men's Clothing Section.

They are made in England of all wool fabrics, in single-breasted style, with patch pockets, are smartly tailored and well finished. The stripes are obtainable in various widths and in the following colors :—Light blue and navy, red and black, crimson and white, green and white, navy and white, black and white, Royal and black, orange and black, rifle green and red. Sizes 34 to 44. Prices, $3.00, $3.50 and $4.00.

Navy Blue Blazers, with corded edges, in various colors, including white, red, orange and pale blue, are also made with patch pockets, and are obtainable in sizes 34 to 44, at $2.00.

Blazers for Boys

There are blazers to delight the heart of any boy, in red and black, white and navy, Royal blue and black, stripes of medium width. These also have patch pockets, and are very neatly made. Sizes, 24 to 27, are $1.75 ; sizes 28 to 30, $2.00, and sizes 31 to 34, $2.25.

Useful, cool blazers, in navy blue, with cord trimmed edges, in red, orange, pale blue or white, with 3 patch pockets, in sizes 24 to 34, are $1.50.

—Main Floor, Queen Street.

Norfolk Suits Are Very Fashionable

So popular now, not only for the young man who plays golf and who indulges in various sports, the Norfolk coat was much in evidence at the baseball opening. Here they are in great variety and splendidly tailored, in worsted finished cheviots, in greys, fawns and browns. The waist belt passes under box pleats, front and back, and the coats are also distinguished by long lapels. Sizes 34 to 42. Prices, $18.00, $20.00, $22.50

EATON-made Suits for Young

In accordance with our custom, the suits made in our own factories are lines and reveal excellent workmanship, while the tickets tell a tale of moder lowing brief description of suits taken from our immense stock will give some

In a remarkably neat model is a striped worsted in a medium shade of gre ed tweed in a dark brown mixture with golden thread stripes. The single-bre rounded corners, is cut well into the waistline at te back, and the collars fit vestee gives the necessary touch of white, and the vest closes with six button vided with cuff bottoms, belt loops and side straps. Sizes 33 to 37. Price, $

The same smart single-breasted styles are seen in pencil-striped suits fine cassimere-finished material, also in light grey and herringbone-finished green stripe. Price, $15.00.

Very neat, attractive suits in the fashionable light brown with a gold in pin checks with a thread stripe at intervals of 1¼ inches. Coats are sing shaped lapels, the high vest with white vestee and the trousers made with c extremely stylish suit for the smart young man, and is $16.00.

For the Horse Show and For Social Events

Silk Hats, $5 and $8.
Opera Hats, $8.
Coach Silk Hats, $5.

Christy's Hats, $2.50 & $3.
Scott Hats, $4.
Heath Hats, $5.

The R. J. Devlin Co. Limited

Men's Fancy Shirts, 75c

Negligee Shirts—New patterns in zephyrs and prints, well made and fast colors, all sizes in the coat or regular cut styles. Come and select your new Summer Shirts from this lot while we have them on sale at 75c

More Bargains

Work Shirts—Strong serviceable materials in tans, grey, blue, black and stripes, all sizes ... sale at ... 5

Silk and Knitted Ties—35c and 50c qualities, all colors, on sale for ... $1

Excelda Handkerchiefs—Novelty silk finished. Regular 1 each. On sale, 6 for ... 2

Men's Fancy Sox—A very pretty lot at the sale price of 3 pairs for ... 50

Underwear Clean-Up at 75c

MEN! Here's your opportunity. Come now and buy!

Our first Spring lot-up of all broken lines of men's Wool, Wool Mixed, Silk and Worsted Mesh Underwear. Worth $2.00, $2.00 and some up as high as $4.50 ... The sale now at per garment ... 75

Men's Coats From 'Old Bond Street'

New Chesterfield Slipons in Irish hand-woven homespuns, with or without cuffs, one-quarter silk-lined. No two patterns are alike.

$25 to $35

Men's Silk Hats, Derbies, Soft Hats, Gloves, Bags, Canes and Umbrellas.

Fairweathers Limited
84-86 Yonge Street
Montreal Toronto Winnipeg

You have no idea what $22 in clothes money can do for you until you have seen the New Spring Models from

"SOCIETY BRAND"

We've made special preparation for all of you old men, you men middle aged men, the kind of clothes you like.

Here's a three-button young man's model

You can get some very excellent suits at $10, $12 and $15. These are not Society Brand clothes

Give the new Soft Hats also Panamas, Rangkoks and Tams.

Gralick & Co.
and 15 N. James St.

Some samples of advertisements and sections from ads. dealing with men's clothing.

Join the bo

Thirty-Three Va

Handsomely Engraved Silver Loving Cup.

10 Gold and Silver Medals.

Cash Awards.

2nd Annual Contest 1913

OPEN TO WINDOW TRIMMERS, CARD-WRITERS AND ADVERTISERS

Awards to be made at the August Convention, Canadian Window Trimmers' Association.

C. W. T. A. Window Decorating Contest.

Classification of Prizes:

Class 1—Annual Grand Prize.—Silver loving cup, suitably engraved, for the best six displays, original window and unit trim photographs submitted by contestant during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

ORIGINAL WINDOWS.

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

MERCHANDISING WINDOWS.

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

HOLIDAY OR OPENING WINDOWS.

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

MEN'S WEAR WINDOWS.

Class 5—Open to men's wear trimmers of Canada.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

s this year

uable Prizes

FLORAL DECORATIONS.

Class 6—

1st Prize - - - - - $10
2nd Prize - - - - - $ 5

For best window or interior decoration, artificial flowers being used.

BEST COUNTER OR LEDGE TRIM.

Class 8—

1st Prize - - - - - - $5

For the best arranged overhead or counter trim of merchandise from any department.

BEST GROUPING OR DRAPES.

Class 7—

1st Prize - - - - - $5

For the best display of drapes or ready-to-wear grouping arranged in the department windows or cases.

BEST BACKGROUNDS.

Class 9—

1st Prize - - - - - - $5

For the best background setting used during the year, for anniversary, opening or sale.

TERMS OF CONTEST:

(a) Trimmers are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.
(b) Any number of photographs can be submitted, but one view only is necessary to enter competition in any class.
(c) Photographs must be of this year's work, since August 1st, 1912, and must not have been submitted in any other contest.
(d) All photographs to be forwarded to the secretary by August 1st, 1913. Pictures will be returned to contestants after the Convention, if requested.
(e) Contestants must give detailed description of windows, color scheme and general plan, cost, etc., marked on back with name and address, and whether for Annual Contest. Class number must also be designated.
(f) All windows to be judged under numbers, any identifying marks must be removed.

C. W. T. A. Cardwriting Contest

CLASS 1—FANCY WINDOW CARDS (General).
First Prize—C.W.T.A. Gold Medal.
Second Prize—C.W.T.A. Silver Medal.

CLASS 2—AIRBRUSH CARDS.
First Prize - - - - - Cash $5.00
Second Prize - - - - - Cash $3.00

CLASS 3—ORIGINAL HOLIDAY CARDS (Christmas, Easter, Thanksgiving).
First Prize - - - - - Cash $5.00
Second Prize - - - - - Cash $3.00
Third Prize - - - - - Cash $2.00

CLASS 4—PLAIN SALE CARDS (General).
First Prize - - - - - Cash $3.00
Second Prize - - - - - Cash $2.00
Third Prize - - - - - Cash $1.00

CLASS 5—ALL PEN LETTERED CARDS.
First Prize - - - - - Cash $3.00
Second Prize - - - - - Cash $2.00
Third Prize - - - - - Cash $1.00

CLASS 6—PEN LETTERED PRICE TICKETS. (In groups of six)
First Prize - - - - - Cash $2.00
Second Prize - - - - - Cash $1.00

CLASS 7—AIR BRUSH PRICE TICKETS.
First Prize - - - - - Cash $2.00
Second Prize - - - - - Cash $1.00

TERMS OF CONTEST:

(a) Cards entered must be first used in merchandise displays.
(b) Not more than two cards to be entered in class 2, and 4. Not more than three cards to be entered in class 3, and not more than six cards in classes 1, 5, 6, and 7.
(c) No air brush cards to be entered in any class except 2 and 7.
(d) No contestant can enter more than three classes.
(e) All cards must be of uniform size. None larger than half and none smaller than 1-16 of regulation sheet 22in.x28in.
(f) No card to be entered in more than one class.
(g) Each card must bear the number of class in which it is to be entered, but not the contestant's name and must be sent not later than August 1st, 1913.

C. W. T. A. Advertising Contest

CLASS 1—GOOD ADVERTISING.

First Prize - - C.W.T.A. Gold Medal Second Prize - C.W.T.A. Silver Medal

Awarded for the best all-round advertising, including general publicity opening and sale announcements.

TERMS OF CONTEST:—

(a) Announcements must have appeared this year.
(b) All copy must be original.
(c) Not more than six examples to be entered in contest. (d) All ads. to be judged on points: 1—Editorial and descriptive text; 2—Layout; 3—Typographical effect; 4—Originality of ideas.

Contestants must be members of the C.W.T.A. and staff employees in Canadian stores.

Contests close August 1st, 1913. The award committee decisions to be final.

All photographs, show cards and advertisements to be available for publication in Dry Goods Review.

Canadian Window Trimmers' Association

43 University Ave. Toronto

DO you know of any dry goods dealer, anywhere in Canada, who does not subscribe to the Dry Goods Review?

If so, you will be doing him a good turn by giving us his name and address, so that we may send him a sample copy and an order blank.

DRY GOODS REVIEW

Canada's Only Semi-Monthly Dry Goods Paper

MONTREAL TORONTO WINNIPEG

Merchants and Buyers

get the habit of reading the advertisements each issue. They contain valuable information about goods you should know about.

Clerks

get familiar with the selling points of the goods you have in stock. Many good selling arguments are found in the advertisements in the "Review" each issue.

Manufacturers and Jobbers

Should bear in mind this important fact, if they desire to approach the retailer who himself practices and believes in advertising, it is obvious that an appeal to him through advertising in "The Review" (the paper he reads) would most likely meet with greater success than any other method.

yond the range of probabilities and the public regard the announcement with skepticism. If Bloughard and Co. accept the figures as a challenge and go out to beat them by fixing their prices to read $32.50 regular for $15.00, then the public refuses to put any credence in the reputed value of the suit, and the advertisement, as a result, is worthless. In cases such as this both firms are changing their figures for the same article, boosting the original value of the article, a few dollars for every dollar clipped from the selling price. This system of playing it at both ends to attain a statement of unprecedented bargain offering is so thin that people accept it for exactly what it is—just "bunk."

As stated before there is a distinct agitation on at the present time against this ridiculous (the only word that applies) custom. Merchants are being urged to stick to facts as closely as possible and to avoid exaggeration of values. The movement has been inaugurated through the fear that buncombe advertising will undermine public confidence in advertising in general.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

GOES TO EUROPE.

A. Germain, of Germain, Smith & Birks, Ltd., Montreal, importers of millinery, lingerie, ladies garments, etc., left last week for Europe on his semi-annual buying trip.

REMOVALS OF MONTREAL FIRMS.

The Wertheim Export Co., Ltd., of Berlin, Germany, dry goods importers, have moved from the Caron Building to the fifth floor of the new Unity Building, 46 St. Alexander St.

Steffens & Nolle, Ltd., importers of woollens, have moved from the Beardmore Building to the new Shaughnessy Building, McGill St.

Michael F. Phelan, agent for manufacturers of house furnishings, has moved from the Lindsay Building to the new Unity Building.

Reynier Freres, glove manufacturers, have moved from the Victoria Building to the new Unity Building.

Fownes Bros. & Co., glove manufacturers, have moved from the Coristine Building to the new Unity Building.

Tootal Broadhurst Lee Co., Ltd., of Manchester, Eng., manufacturers of cotton goods, have opened a Canadian office in the Read Building, St. Alexander St., Montreal, in charge of Robert Hulme.

HAT TIP WITH NAME ON FREE OF CHARGE.

The attention of the milliner who is up-to-date in seeking to save time, and yet increase the neatness and finish of the hats she turns out, is directed to a ready-made head lining put on the market by Burnett & Temple, London, England. These linings are of good material, and well and neatly made, and, moreover, are finished with a handsome gold-printed tip. Last, but not least, the milliner who purchases one gross can have her name printed in gold letters on the tip free of extra charge.

The agent for Canada is R. H. Cosbie, 30 Wellington West, Toronto.

Condensed Advertisements

ADVERTISER NOW IN CANADA WHO IS about to establish an agency in London, England, would like to hear from firms requiring representatives on that side. Apply Box 4, Dry Goods Review.

OPPORTUNITY IS NOW OFFERED TO purchase the stock and goodwill of G. L. MacKay, Limited, ladies' costumers, Regina. Excellent stand, and one the best equipped stores in the West. Good lease and reasonable rent. Apply to G. L. MacKay, Ltd., 495 Yonge St., Toronto.

ENGLISH FIRM OF MANUFACTURERS OF Hair, Hair Goods, Hair Nets, as used by high-class hair-dressers and stores, desire to arrange a Canadian agency on commission with established sound house who has a good connection in the trade for Toronto, Montreal and district. Arrangement for stock to be kept in Canada would be made. For further particulars, write to Box 97, Dry Goods Review, 88 Fleet Street, London, England.

FRESH, CLEAN, STOCK OF SHOES AND Men's Clothing and Furnishings in growing village of Courtright on St. Clair River. Write J. T. Locke, The Ark, Corunna, Ont., for information.

FOR SALE—CLEAN STOCK OF GENERAL dry goods; cash business, doing $70,000 yearly, net profits $45,000 in six years. Good live manufacturing town in one of the finest agricultural districts. Address Box 7, Dry Goods Review.

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Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

A NEW SUCCESS SHAPE: "BORDEN"

THIS is the latest addition to the Success range—a very smart, clean-cut shape with small "wing."

The "BORDEN" is essentially correct for formal wear—but is also a special favorite for general wear—a throughly comfortable collar. Made only in 2¼ in. height. Keep your collar department right up-to-date: **Ask your wholesaler for "BORDEN."**

The Canadian Converters' Co. Limited
Montreal

MEN'S WEAR REVIEW.

JUNE : : 1913

THE MACLEAN PUBLISHING COMPANY LIMITED

PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO

SUBSCRIPTION PRICE $1.00 A YEAR

THE simple fact that a suit has been made to order does not place it above criticism. It is the quality of the tailoring, designing and fabric which safeguards the agent and his customers.

ART CLOTHES meet all the requirements of those who demand and desire high quality. They go a step farther than fitting perfectly, for they touch the hundred per cent. mark in every particular.

Fall and Winter equipments ready July 1. After providing for a waiting list of over fifty applications that could not be supplied last season, we will have a very limited number of outfits, so immediate application will be necessary.

Applications from reliable mens' wear stores or departments only considered—positively no cleaning or pressing stores or canvassers.

The Art Tailoring Company.
Toronto Limited. Canada

NOTE.—On July 1st, the corporate name of company will be changed to Cook Bros. & Allen, Limited.

What Limit to Special Sales?

In view of the discussion which has been carried in recent issues of The Review, in regard to the expediency and the effect of bargain sales, a point arises on which the opinions of readers are solicited.

> What limit should be put on the number of bargain sales, to prevent the loss of quality business?
>
> How should this branch of the business be regulated to secure the desired result in the way of increased turnover without at the same time hurting the quality connection of the store?

For the best practical replies to these questions The Review will pay from $2 to $5 each.

All replies must be in by July 12th. Address Editor, Dry Goods Review, 143 University Avenue, Toronto.

Furnishing Store Designed on Original Lines

Andrew McFarland, Brantford, has admirably arranged establishment — Clothing is stocked in manner that prevents depreciation—Lighting facilities of store are exceptionally good.

THE STORE of Andrew MacFarland, men's furnisher, Brantford, Ont., is one fitted out with original ideas to display goods, to prevent all clothing from becoming dusty and shop worn, and also to allow of splendid lighting facilities throughout. To prevent clothing from becoming dusty and shop-worn, all suits are kept on specially provided racks, coats being hung on hangers, and trousers being carefully laid on spacious wall shelves. Both racks and wall fixtures are provided with coverings, which, considered of insufficient service in themselves, are lined so as to render them absolutely dust proof. On wall fixtures the coverings take the form of curtains which slide along a brass rod. For preventing these curtains from showing in the day time, Mr MacFarland has worked out a rather novel idea in the form of a wide face moulding set out a small distance from the shelving. Thus the whole curtain can be slid along to one end of the section of shelving and concealed during hours when goods are on display.

Spacious stock rooms are fitted out on the second floor, and in these are kept all surplus stocks, so that when a suit is moved out from the racks on the main floor, its place can be immediately filled from the stock on the second.

One striking feature of the MacFarland store is that no goods of any kind are shown above wall fixtures. Commenting upon this, Mr. MacFarland stated: "We don't show any goods above wall fixtures. That is a part of the store where cleaning is often neglected, and owing to it being a difficult part to clean anyway, stocks rapidly become dusty, and thus incline to detract from the general appearance. We do not neglect this space, however, but use it for displaying all latest styles, display cards, and instructive cards of all kinds."

Throughout, the store is admirably well lighted. A large skylight and ventilator runs right across the centre of the store and diffuses a volume of light to all parts of the store through prism glass. The store front is also well arranged for lighting purposes. Space above the window is fitted with prism glass and as this shows a depth of about three feet, it also admits much light. Then, too, in the top of the display window proper is fitted a row of pebbled glass in depth about 18 inches. This has a double advantage. In the daytime it admits the light of the sun, and at night admits light from the electric lights in the window, which are arranged at the top of the window, in such a way as to throw light down directly on the goods on display. Thus, at night, on looking towards the front of the store from the interior, there appears a bright bar of light right across the store. This brightens up the appearance of the whole store front, and shows especially well as one leaves the store. In the rear of the store, above the stock room, there is also a long window extending across, so that lighting facilities throughout are of the best.

The store front from the exterior is so arranged as to permit of excellent displays of goods. Each window measures 8½ feet in depth by 11 feet in width, at front. As the entrance tapers towards the door rather more width is given in the back of the window.

Amongst other window fixtures, a heavy brass pole running along the back and end of windows at the top is used. This, Mr. MacFarland finds very useful in displaying trousers, or any goods which can be hung over a bar to show to advantage. Placed well up in the window, it also helps to build up a display and do away with a flat, low appearance.

Special provision is also made for preventing frost formations on the inside of windows. As well as having metal frames for that purpose, Mr. MacFarland has arranged frames so as to let in an extra volume of air and permits this to circulate through the window by means of ½ inch holes placed at intervals of six inches all along the edge of the window floor just inside the glass. Thus, free circulation is allowed, making the temperature on the inside the same as the temperature on the outside and in this way preventing formations of frost from interfering with window displays.

Two stock rooms are provided and for two distinct purposes. The one, on the second floor, as already stated, serves as a stock room for suits and heavier good as overcoats, raincoats, dressing gowns, etc. Just off this stock room is the alteration department which is placed close to the centre skylight and thus is provided with a full volume of light at all times. Here, clothing receives all alterations necessary to insure satisfaction in style and fit.

The stock room in the rear, which measures 20 x 30, is devoted to smaller lines as shirts, collars, underwear, and all goods which are being continually required and which are wanted in a hurry. It is Mr. MacFarland's intention to lay off a definite portion of this stock room for hats, which, up to the present time, have been kept in the same section with all

A view of the exterior of the store of Andrew McFarland, Brantford.

A view of the interior of the store of A. McFarland Brantford. This gives an excellent impression of the system used for showing goods.

other goods. This stock room also serves as a receiving room, goods being delivered from a lane running along the rear of the store.

Another point in connection with interior arrangement is the use made of space just behind windows. As the back in both windows is solid it serves as so much wall space. Here are located racks for hats, and on these are hung dust curtains similar to those on other wall fixtures.

Throughout the whole store originality prevails. Building to meet his own needs, Mr. MacFarland has arranged everything to suit his own desires, and has worked out many schemes which are original and effective. Display and light he considered two of the most striking features, and for this purpose the whole store is especially arranged.

The Need for Novelty Lines

THERE is much talk heard of the money stringency but it is not affecting the sale of men's clothing and furnishings to any appreciable extent. In some quarters complaints are heard of poor business but that is due to local conditions or to the decidedly unfavorable weather which has prevailed. The effect is being felt in one respect, however. It is bringing out lines of distinct novelty. Manufacturers have felt that, in view of the money conditions, it will be necessary to have something out of the ordinary to bring men to the point of buying with the readiness they display when money is freer. They have, in consequence, devoted their energies to securing distinctly new ideas and styles. Mention of some of the most important of these novelties will be found in this issue.

Calgary, Alta.—MacLeod Bros. have opened their new clothing store.

Kingston, Ont.—D. M. Spence is retiring from business.

Saskatoon, Sask.—S. J. Sheridan has moved into his new store.

New Display Features of Palatial Store

The above illustration shows the mens' wear store of Blairs', Limited, Ottawa, as it now appears. Two additional display features were recently added in the large electric sign above and the showcase in the centre of the doorway. As now constituted, the store has maximum display facilities for the frontage. The use of the space above the regular windows for showing goods adds very considerably to the space at the disposal of the firm for showing goods. Placing the showcase in the centre of the entrance has provided an exceptionally good place for the display of seasonable lines. In the photograph, it is occupied by the first stock of straw hats publicly displayed this season.

The Blair store is rightly considered one of the most palatial mens' wear stores in America. The fixtures and store furnishings cost in the neighborhood of $12,000, it is said. The store was opened in March, 1912, and a very satisfactory volume of business is being done.

Relative Value of Display and Store Space

Interesting problem arises in considering lay-out of store—Unusual depth given to display windows by L. J. Applegath & Son, hatters, Yonge St., Toronto — A description of their store.

"ATTEMPTING to make hat sales is almost sure to be met with failure unless hats can be extensively displayed," appears to be the principle upon which L. J. Applegath & Sons, hatters, Yonge St., Toronto, work.

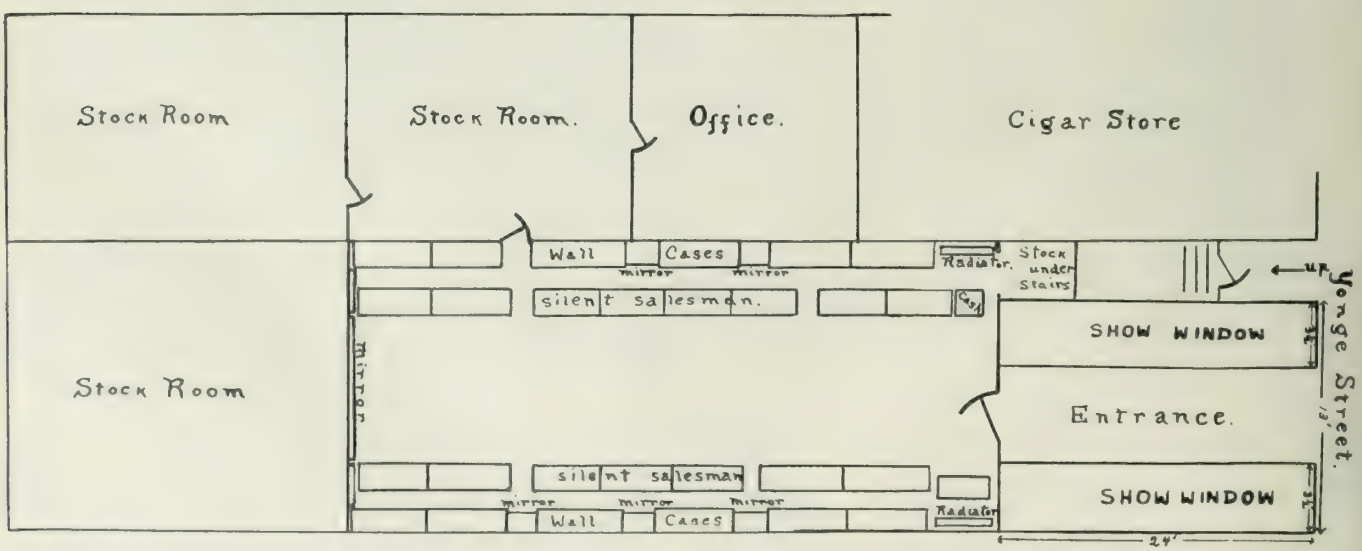
When making ready their new Yonge Street premises a novel feature was worked out in show windows. As the street frontage was only 13 feet, and from that had to be deducted the width of an entrance, little frontage remained for window display. Accordingly the firm made a wide entrance to their store, allowed only 3½ feet frontage for each window, but ran each window back to a depth of 24 feet. Thus a narrow, deep window was produced which provided practically every opportunity for displaying hats that would have been derived from a store with greater frontage.

Speaking of the window thus formed, Mr. Applegath stated: "We couldn't display hats here if we hadn't a window of this depth. The long, narrow window allows for the same principles of window dressing being worked out, as would be used had greater frontage been secured. Though the window is in reality very narrow, from the street the appearance of a big window is presented. This is aided very materially by part of a third side of one of the windows being of glass, which is permitted owing to the entrance to the stairway which leads up over the store."

The question as to whether such a window would be practical for anything but hats, or some similar article, naturally arises. Mr. Applegath claims that it would, and sees no reason why displays of any other line of goods should not be arranged as successfully and produce as good results.

From the inside as well as from the outside, the store presents the appearance of space being used to greatest advantage but without conveying the idea of anything being crowded. Both walls are fitted with wall cases provided with glass doors. These doors are hung with weights so that they can readily be raised up or lowered in order to get at the hats arranged inside. Mirrors also are hung with weights and set out from the wall to a distance almost even with the fronts of the wall cases. The space thus provided behind the mirrors is used for stocking silk hats, (which are left in boxes) hat bands, brushes, etc. Every arrangement tends to greatest display in neatest and cleanest form and in least space. Thus the idea in the window is worked out throughout the store interior also. All silent salesmen are especially made for hats, being 18 inches wide, and 40 inches high. The lower 10 inches, or base is formed of a marble slab. All woodwork is of bird-eye maple and in so far as possible a reproduction of the Yonge and Richmond store. As the floor is covered with linoleum, and the ceiling metallic, painted a cream color, the appearance of cleanliness prevails throughout.

(Continued on page 64.)



A ground plan of the store of L. J. Applegath & Sons, Toronto.

A view of the store of L. J. Applegath & Sons, Toronto. Note unusual depth of windows.

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

Clothing Prices Advance

A HIGHER price standard is being set in men's clothing, due to the increased cost of the material and the advance in the cost of doing business. The last named item is by long odds the more serious. Business costs have been careening madly upward for a long time back until they have now reached the point where the retailer must advance his prices to the public or go out of business.

The advance in the price of clothing is more marked in the United States than in Canada. A glance over the advertisements of prominent American clothing houses shows that the advance has been marked. One might even term it radical. The minimum price set by them is quite a few dollars higher than in past years.

* * *

Keeping Up a Good Front

UNDER most circumstances a man is judged by the "front" he puts up. If he looks prosperous, healthy, and alert, he wins immediate esteem. It is the same with the retail store. The store is judged by its front. The customer seeking a store wherein to make certain purchases appraises each store of the right kind until one is reached which seems to suit. Many points enter into the appraisal—the style of the store front, its cleanliness or otherwise, the size of the windows and the displays shown therein, the method of displaying the firm name, and the lighting appliances. When a store presents an up-to-date appearance in all the respects named, it is certain to draw a large share of the trade. No matter how good the stock carried or how efficient the service, the business done will fall far short of what it should be if the appearance of the store from the front is not inviting; just as a man who wears poor fitting clothes and presents a general appearance of "seediness" will fail to win respect, no matter how brainy he may be.

In this issue a view is presented of the recently improved store front of Blairs', Limited, Ottawa. This is typical of the best modern mens' wear stores, possessing the qualities required to draw trade to the store.

* * *

Keep Cards Up-to-date

THE STORE must always keep up with the seasons, and this is quite as necessary in the matter of cards as in anything else. The card writer can make his work doubly interesting by keeping them seasonable, and taking advantage of all current events. Thus when the baseball season starts, cards with drawings or cut-outs of ball players will have an undoubted interest. Every passing event of national or strictly local interest can be utilized by the card writer to give his work an additional interest for the passing throng of men.

* * *

Salvation to Smaller Trades

THE TORONTO GLOBE criticizes the Parcel Post Bill on the grounds that "the restricted zone will discourage the sending of farm products from the producer to the consumer in the cities." The Globe overlooks the point that the zone system will tend to prevent the mail order houses from draining the money from the country districts and centralizing it in the large cities.

If *The Globe* and other ardent admirers of parcel post would but stop to consider this point, they

would see that as money is drained from the country districts and brought to the large centres, never to return again, so much will those communities be weakened. We are continually reading in all these papers about country districts becoming impoverished, yet in the very next breath they advocate measures that tend to still further impoverish them. Did anyone ever hear of the large dailies criticizing the mail order business for weakening country communities? Yet there is all kinds of evidence that they have done so, and there is no good reason why further power should be put into their hands by the Government.

Neither *The Globe,* nor any other paper, can show that the original advocates of parcel post were the working men or farmers. The scheme is one apparently worked up by catalogue houses, backed by large daily papers.

The restricted zone system—if the postage for the second zone is great enough—is going to be the salvation of the small, aggressive trader. He should be in a position to sell more goods to the farmer and at the same time would not be further harassed by the distant big houses.

* * *

Paying Accounts Promptly

IT IS good business for the merchant to always keep the decks clear as far as paying accounts due is concerned. If he includes this among his policies he is going to make himself a better merchant. Every good merchant insists on paying his bills when they fall due, and because of his policy in this respect he insists on getting his own money promptly. This keeps the business on a good, sound basis always, improves his credit standing, and gives him a reputation for straight business dealings among all his associates.

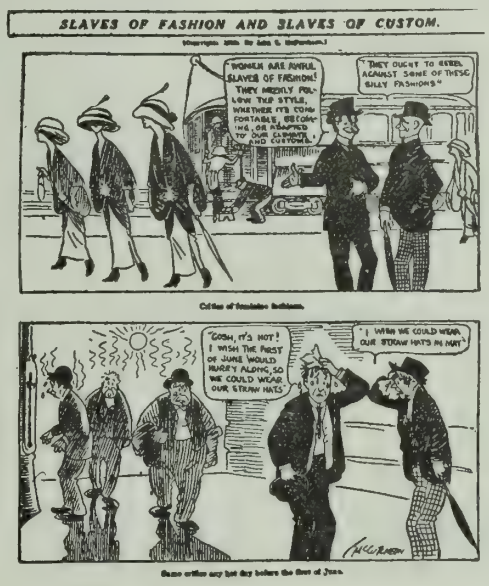
But the strongest argument for the payment of accounts promptly is that it keeps the dealer on the move getting in his own money, thus cutting down outstanding accounts to a minimum.

* * *

Man and Sensible Dress

MAN IS contradictory in the matter of dress. In some respects, he is a sensible dresser; in others he shows a singular lack of common sense. The lack is displayed most prominently during the warm months, when he appears in heavy coat and vest, with high collar and, sometimes, a heavy hat. It is not intended to say that all men do this, but a sufficient number do to create proof for the charge that common sense does not always enter into masculine sartorial arrangements.

Men were worse offenders in this respect than they are now. Time was when no self-respecting man of any importance whatever would, no matter


SLAVES OF FASHION AND SLAVES OF CUSTOM.
WOMEN ARE AWFUL SLAVES OF FASHION! THEY MEEKLY FOLLOW THEIR STYLES, WHETHER IT'S COMFORTABLE, OR BECOMING, OR ADAPTED TO OUR CLIMATE AND CUSTOMS.
"THEY OUGHT TO REBEL AGAINST SOME OF THESE SILLY FASHIONS"
"GOSH, IT'S HOT! I WISH THE FIRST OF JUNE WOULD HURRY ALONG, SO WE COULD WEAR OUR STRAW HATS"
"I WISH WE COULD WEAR OUR STRAW HATS IN MAY"

how high the temperature might be, appear without heavy coat, waistcoat and top hat. There has been a great reformation since that time, but there is still much room for improvement.

* * *

The men's furnisher should do his utmost to teach customers to dress properly in the summer weather. This he can do by featuring the proper articles, such as light underwear, negligees, belts, and so on, and by talking strongly along this line to customers. Not only is it in the best interests of the customer himself to show him how to dress comfortably and attractively, but it is also good for business.

Guelph, Ont.—The death is announced of Purvis E. Laurason who was formerly employed here with D. E. Macdonald & Bros., and later with Kelelur & Hendley

Ferdinand Barbier, Canadian representative of Charles Perrin & Cie, Grenoble, France, glove manufacturers, left last month for a trip to Europe. He will be away about three months.

Plainer Cloths in Quiet Patterns the Rule

The keynote of men's clothing for next Fall and Winter—English effect will prevail largely in cut—Unpadded shoulders the rule—Some firms are making coats more loose fitting—Overcoating styles.

PLAINER CLOTHS in quieter patterns, and styles of cut to correspond, would appear the keynote of the men's clothing situation for next Fall and Winter. The tendency with some firms is still strongly towards making styles look smaller in keeping with women's clothing at the present time. Thus the tall slender or English effect will again be good. Other firms, however, are breaking away from this to some extent, and, though they continue to make the shoulders unpadded and narrow, still give the coat a more loose fitting appearance. These firms follow American rather than English styles, or in other words, attempt to get away from the cut of suit which follows directly along individual lines. This difference, however, is not developed to a great extent, and in most particulars both parties are following out the same principles.

That everything will be soft is probably one of the most striking features about the coat most popular for next Fall. Long soft rolls, but with a few coming high again, soft fronts, some short collars, high gorge, and plain seams, these with a total absence of over-padding, which would render an out-of-proportion effect, and modesty in pattern, constitute the plainness and quietness in effect so desirable for the coming season.

Tendency, too, is towards narrow shoulders. With some firms sleeves and body of coat will be tight in proportion, but with others styles will tend more to loose-fitting effects. Backs shown are with or without vent, but the majority strongly favor vents.

Single breasted coats will again be the favorite, but after Norfolks being introduced so strongly this season and after the leaning which American houses show to double breasted styles, it would appear that double breasted coats are likely to be worn rather more extensively than for some time. One firm predicts the rounded front, three button such as the coat most popular for young men.

Trousers are for the most part straight and narrow to correspond with the cut of coat. Some measurements in the States are reported as 18½ inch knee and 16½ inch bottom, but the conservative Canadian tastes have not taken up with these extremes and prefer measurements running 20 inch to 21 inch and even to 22 inch at knee, and wide at the bottom in proportion. Cuffed bottoms will be worn almost exclusively, as during present season. Peg tops are almost totally absent in new showings, the up-to-date trouser being ordinary hanging, and producing a tall slim effect.

The six buttoned vest, buttoned high, will again be popular, showing, if anything, a rather higher effect. To set it off a little edge trimming in many cases will again be used.

Though tweeds have had a heavy run for the past two or three seasons, it is now thought that worsteds will have the foremost place. All stuff is of modest pattern. Hair lines and fine shepherds' plaids are very popular on the other side. These latter are being worn quite extensively by both men and women, but as they are about ⅛ inch check and with no particular pattern, quite a plain effect is produced. It is thought, however, that Canada will favor a plain, narrow stripe, or probably a small check, stripes in most cases being on the straight rather than on the diagonal. This is noted especially in better quality goods.

Colorings are somewhat a matter of opinion, but greys and browns in dark shades with some blue-greys, will be most popular. Quite a pleasing effect is produced by a plain narrow stripe of blue and grey tint on a background of brown. Mixtures especially involving blues and greys, too, will be quite popular, but in all tendency is towards modesty in colorings and appearance.

* * *

Ulster Overcoat Styles

The predominating feature in styles of ulster overcoats for next Fall and Winter will be the shawl roll collar. Both neatness and efficiency were proved to be marked characteristics of this collar last Winter so that during the coming season even greater popularity than ever is likely to be met with.

Double breasted styles are again being prepared for the Canadian trade, although in the States there is a strong tendency towards single breasted coats, buttoned through. Some of these latter are also likely to be worn in Canada, but more particularly in the larger cities of Ontario. A single breasted fly coat front coat with shawl roll collar is also being introduced, but as yet this is merely an experiment and it is not known how the trade will take it up. But of all, the double breasted is likely to be most popular. In these, backs will be cut full, and belted, so as to gather in a lot of the fullness. Some firms tend to make coats in shorter lengths, but others finding

(Continued on page 62.)

"Black Prince"

A Shirt with Selling Features

"BLACK PRINCE" is made from a fleece-back black serge, absolutely fast, and fully guaranteed to stand the wear and wash.

This cloth is confined to us and made specially for BLACK PRINCE Shirts. BLACK PRINCE is cut full in body and long in the sleeves, and every seam is double stitched.

Merchants can urge the sale of this shirt to any customer, with the assurance that it will give satisfaction. You will have no trouble about the size we make.

Write to your wholesaler to-day for sample and price.

Stocked by most wholesalers; made and guaranteed by

The Canadian Converters' Co. Limited
Montreal

KNIT GOODS NEWS

Mackinaws are Finding Much Popularity

The sale of sweater coats has not suffered, however—Sweater coats for Fall, 1914, will be modeled on plain, straight lines, but will be decidedly brighter in point of colorings.

AS PREDICTED in a recent issue of The Review, the mackinaw is coming into great favor. Already the manufacturers are experiencing a heavy demand; in fact, in some cases they are sold up or are not in a position to promise delivery until a late date.

Retailers who are showing the line report that they are finding the demand both substantial and insistent. The mackinaw apparently has "caught on" with the public. It is picturesque as well as comfortable and most men do not object in the least to wearing something which draws attention their way, provided it does not too far transgress the laws of sane apparel. And so the mackinaw has found a handy and useful garment. It makes an ideal golfing jacket and is suitable for all outing and athletic purposes. The baseball player has shown a particular fondness for the Norfolk and they are now used to a great extent by players when on the bench. This undoubtedly has helped the vogue among amateur sportsmen who, consciously or unconsciously, imitate the professional even in mannerisms of dress.

The Norfolk is the favored style though other varieties are also reported to be selling well.

The popularity of the mackinaw is due to the fact that it serves the same purpose as a sweater coat, but has the additional attraction of novelty.

It must not be assumed, however, that the mackinaw vogue is affecting the sale of sweater coats to any appreciable extent. The sweater coat has become a necessity. It is worn everywhere and is adapted to every purpose. Men wear sweater coats at work, during recreation and around the house. They have come to fill such an important part in man's sartorial requirements that he could not now do without one. He often wonders, in fact, how he ever got along without such an article before. The mackinaw is a novelty which fulfills some of the functions of the sweater coat, but which will hardly be used for all purposes. Therefore, it is not and never will hurt the sale of the staple article.

STRAIGHT LINES FAVORED.

The sweater coat for Fall 1914 will be on plain, mannish lines. All indications point so unmistakably in that direction that it can be stated positively.

This applies both to coats for women and for men. The tendency has been to bring the styles so closely together that there will be practically no divergence or radical difference. This has been accomplished to the extent that some styles are sold for both men and women.

Everything points to a complete surrender to the demand for straight mannish lines. Fancy racks will not be sold as much, favor being shown rather to brushed knit and plain rack finishes. The result will be the advent of garments of undoubted utility and highly attractive from their very simplicity.

This tendency will be so strong that it will almost certainly prevent any distinct surrender in women's styles to the general trend in garments toward the cutaway style. The straight lines will in practically all staple numbers be adhered to.

The influence of dress fashions will be manifested in another direction, however—in colorings. The Review has already given a forecast of the popular shades but a recapitulation will be in order.

The colors of the yarns selected will include all the staple shades and about 20 more. For women's garments, the following will be found: straw, primrose, cerise, light grays, light and dark blues, saxe, deep red tones, tans, browns, and varying shades of olive, apple green and purple. For men the shades will naturally enough be darker and will include soft browns and tans, grays of a silver and greenish tinge.

The general effect will be brighter and more striking. It is, therefore, safe to expect some unusual and vivid combinations. The straight and quiet design of the garments will in many respects be offset by the brilliance of the colorings and the ranges will, therefore, have an appeal for all classes.

An endless chain

of

More Business

Pen-angle Closed-Crotch Combination Suits displayed in your windows will mean **an endless chain of MORE BUSINESS.** Perfect-fitting and comfortable (in crotch and seat.) No **other** line of Underwear your store can carry will take so well, and you can be sure that **every** sale will be followed by **another.** And every **new** customer is another link added to your **endless chain of more** business.
Is your Pen-Angle stock ready? If not—order NOW.

Penmans Limited
Paris - Canada

UNDERWEAR HOSIERY SWEATERS

Pen-Angle UNDERWEAR

Larger Ties in Gay and Rich Effects

This sums up the situation with regard to neckwear—A strong tendency is noted toward bordered ends—Manufacturers appear to agree on larger scarfs.

THAT GAY, rich and showy effects will form a great feature in the neckwear business during the Fall and probably on into the Winter is now becoming apparent. Silks for the coming season have been ordered, and in some cases have already been received from the factories. To describe all in a word would be difficult. No particular fad will be uppermost, but larger ties in gay rich effects, and with strong favor shown towards bordered ends, probably sizes up the situation.

Ramchundas and foulard silks which are now running, while not totally absent in Fall, will not be nearly so popular. Tendency is all towards a rich, showy silk with bright striking borders, which, no matter whether pleasing or displeasing to the sense of harmony and taste, cannot fail to attract attention. Borders will be plain and in colors either to match or to show a striking contrast. Tendency, however, will be towards brighter and bolder novelties with regard to design printed than have appeared for some time.

As to the design itself, several manufacturers are showing samples with a strong tendency towards floral designs both in medium and large effects and with bright colored shootings. Some silks show floral designs worked in so as to produce a striped effect, while others show all-over floral effects, but in all one of the striking features will be the rich deep border either to match the color of the background of the rest of the scarf or to bring out both by contrast.

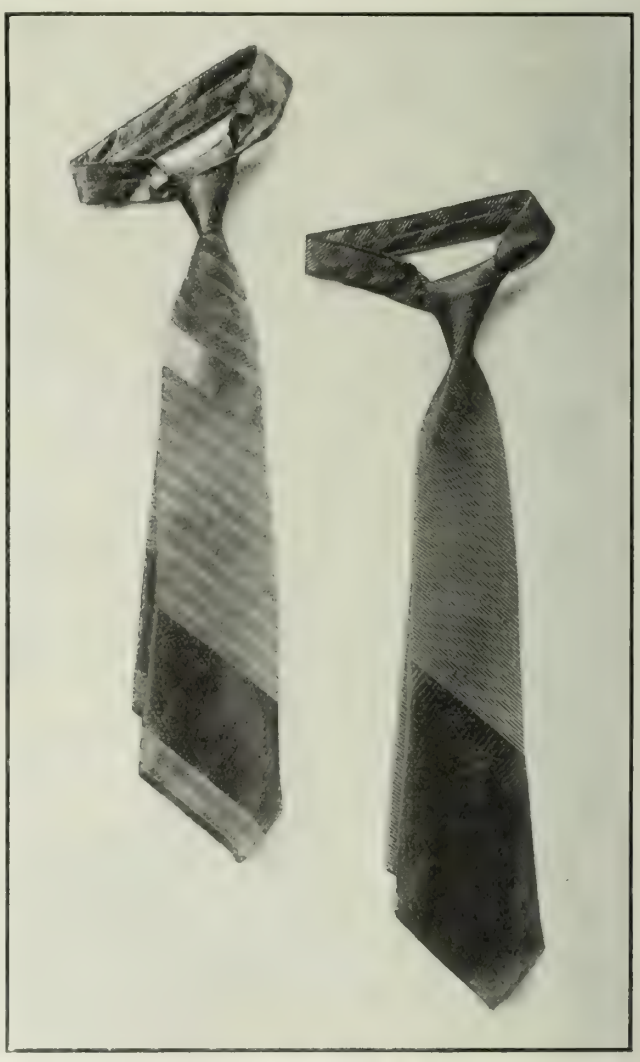
Regarding shape and size, all manufacturers appear to agree on larger scarfs. One goes so far as to state: "Scarfs will most decidedly be made in large full shapes, cut on the bias, and with open ends." Straight ties although not in great demand, will undoubtedly sell to some extent but probably more particularly amongst cheaper goods, as tendency in better silks is to run a large full scarf.

THE COLOR SCHEMES.

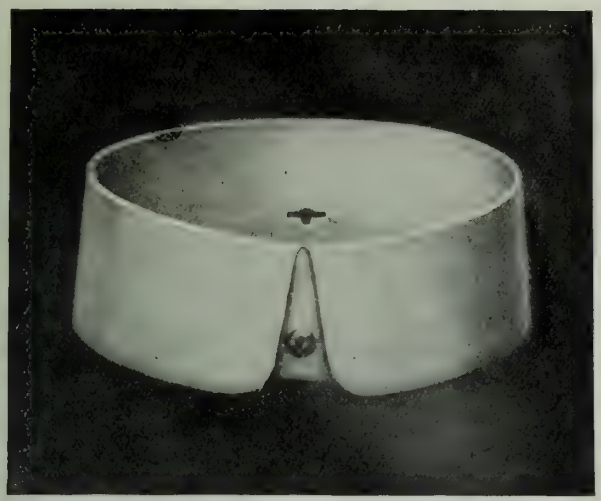
Color schemes in silks will be many and various, blues, cardinals, and golds probably still predominating. One manufacturer has ordered silk in the proportion of two yards of blues, cardinals and golds, to one yard of greens and purples. This shows in a concrete way what this firm look forward to regarding demand for the various colors. Grey, of course, which has always been a staple in the past, will continue to be strong, and will be worn extensively by those who will avoid the rich showy effects in other colors.

Regarding knitted neckwear, American houses appear to be ordering as heavily if not even more extensively than ever. Here, too, gay effects showing striking combinations will be most popular. All kinds of fancy mottled colors will be found, but probably best selling effects will be made up of heather combinations and stripes. These stripes, it is claimed, will be very gay, producing a gay even to a gaudy effect in some. To suit the American desires, some houses claim they can't get gay enough

(Continued on page 62.)



Samples of neckwear for Fall, 1913, showing heavy bordered ends. Colors in these are rich to gayness, borders making a striking contrast with the other colors in the scarf. Scarf on left shows underknot effect, which is meeting with much favor. Floral designs in stripe effects will also be popular. Courtesy of E. & S. Currie, Ltd., Toronto.



A Tonic For Your Collar Trade–

CHALLENGE COLLARS

The stimulation of your collar trade lies in the showing of collars that have exclusive features—collars that give better and more satisfactory wear. The Challenge Waterproof Collars are made in four grades of coated cloth and two grades of solid stock each superior to any other make at the same price. They are as dressy as ordinary linen collars, but require no laundering other than soap, water and sponge.

SEND FOR SAMPLES

The Arlington Company of Canada, Limited

54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

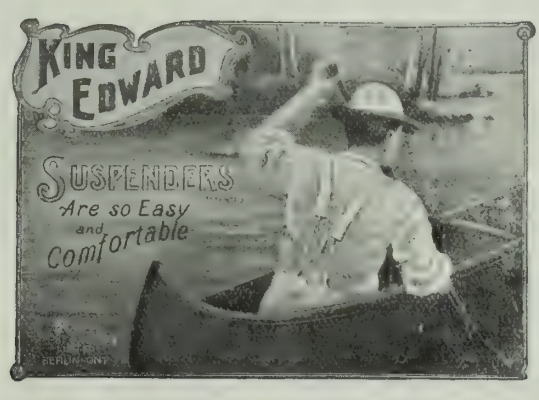
Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

"KING EDWARD" SUSPENDERS

Retail 50 C. Price



Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.

BERLIN :: ONTARIO

Cut-away Collars are Finding Popularity

The best seller is the collar which meets at top and cuts away at wide angle, showing the neck scarf to best possible advantage—Big demand for pointed collars but extremes are not selling very extensively at present.

THE STYLE of collar now being introduced which appears most likely to be good for Summer and Fall wear is the cut-away collar which meets at the top and begins to cut-away right therefrom. This, through being a comfortable collar, and at the same time a neat, dressy style, allowing of a good display of neck scarf, would appear likely to have a good run well on into Fall, and will be worn extensively by all who are particular about their dress.

While the close-fitting collar will still be sold, and worn extensively owing to past popularity, for fashionable dressers it will cut little figure as compared with the cut-away style.

Another low collar for Summer is one with long outside square points. This is supposed to be worn with a high cut vest and with the points out over the vest. The inside band is low so that in style it is largely a Summer collar, but owing to its extreme nature, is not being taken up to any great extent by the conservative Canadian trade. One of the largest buyers of collars in Toronto has bought only in dozens. This fact shows the way in which the collar is here regarded . In New York, however, demand for it is picking up.

Another collar appearing and gaining greater popularity has a low inside band, and outside band similar to the one just mentioned, only not nearly so extreme. While the band is low, and causes the collar to fit low, still the whole presents the appearance of a high collar, and for this reason is likely to gain some recognition for Summer wear.

For dress purposes the collar likely to be used exclusively by fashionable dressers is a wing collar with small round wing. Even now this style is giving the straight band collar a good run for popularity for dress purposes, and is said to be likely to increase very greatly before the Summer is over. In a larger wing this is also likely to be worn on the street.

An effort has been made to revive the collar with inner band cut-away, leaving an opening at the top. This was worn extensively with bat wings for a time, but owing to discomfort resulting through the collar pinching the neck, this style had never become very popular.

In shirts, sorting season has scarcely opened up yet, owing to heavy orders placed last Spring and it is even predicted by some manufacturers that sorting orders will not cut much of a figure this year. At any rate opinion seems to be general that orders will be more markedly for staple lines, or what is commonly termed bread and butter stuff. Probably hair lines in blue and black will be best. At any rate there seems to be a tendency to avoid everything fancy, and to cling to plain styles in a fairly inexpensive shirt.

For Spring manufacturers are only now working on the cloths, so that it will be some little time before any lines are shown to any extent.

Plainer Cloths in Quiet Patterns the Rule

(Continued from page 56.)

a demand, especially from the West, for even longer lengths are preparing to meet that requirement. Probably a common length in single breasted will be 50 inches, and in double 52 inches.

With the introduction of a great number of fancy backs again this year pockets will have to be either patch or outside or bellows on inside. All will be cut straight as during last season.

As to material, Chinchillas in blues and greys, and naps in browns, are likely to be most popular. Of these perhaps blues will have the greatest run.

For a more dressy coat the plain box-back regular Chesterfield is again likely to be most popular. These will run in lengths about 44 or 46 inches, and in style will be much the same as during last season.

In all there appears a tendency towards lighter weight coats. Claiming that there was no necessity for such heavy coats as were worn in some sections of Ontario last year, manufacturers are turning out a lighter coat for milder climates, and reserving their heavy materials for their northern and western trade. But taken as a whole no great change in weight will be made from last year.

Larger Ties in Gay and Rich Effects

(Continued from page 60.)

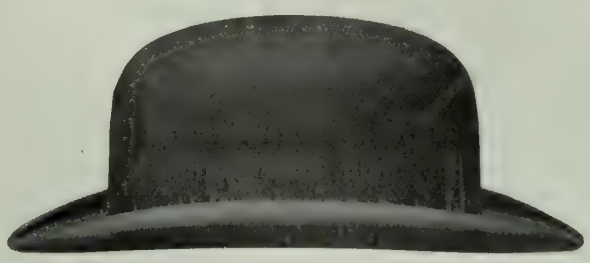
effects. In New York, combinations showing a bright shade of pink have been seen.

Most of these scarfs will be high in price, large, and with flowing ends. Stripes will be both straight bar and fancy bar and show contrast rather than a match. These, in many cases will be woven well up in the scarf so that, when tied, they will appear slightly below the knot.

While some manufacturers are of the opinion that knitted neckwear will be better for Spring, 1914, others are inclined to push these right ahead now, introducing them fairly strongly for Fall, 1913, and quite strongly for the Winter and Spring to follow.

Hat Manufacturers Make Marked Departures

Distinctly new styles are needed to win attention to hats—Rolled brims and wide bands are features—Bows on stiff hats are being shown at side, quarter and back—The popularity of the cap.



Two views of hat with rolled rim and buckle on bow; latest features mentioned in accompanying article. Shown by courtesy Chas. C. Punchard & Co.

MORE THAN ever has the aim in the hat business this year been to get something decidedly new and out of the ordinary. Business has been dull, and in order to attract attention a marked departure has been made. Various conditions have caused unrest in the trade. Among these are the recent change in administration in the States, the proposed change in tariff, and general financial stringency. The outcome of all of these is uncertain, but probably more particularly of the first two, so that amongst the trade much uneasiness at present prevails. Then, too, dullness in hats is attributed to the unusual popularity this season of caps. Many more caps have been made this year than usual, and demand for them has run high. Against all these opposing factors, then, hat manufacturers are endeavoring to introduce such a line as will force attention and build up a demand, regardless of all trade dullness.

In both soft and stiff hats the tendency is towards a slightly higher, fuller crown, with a trifle narrower brim, and away from low crowns and wide brims, which in the past have been popular.

In the stiff hat the newest feature will be a heavy rolled brim, which, after the flat brims, up till now so popular, will be a decided change. Crowns, too, are higher, popular measurements being 4¾ inches x 2 inches or 2⅛ inches, with some 5 inches x 2 inches or 2⅛ inches, and 5¼inches x 2¼ inches or 2½ inches. But in all a heavy rolled brim will be the feature.

In trimming the tendency will be strongly to wider ribbed bands, with heavier ribs. Some run as deep as 26 or 27 lines, an equivalent of about 2¼ inches. Bows will be worn either at the side or on the quarter, with some even at the back, and will be ornamented with plain metal buckles or buttons. Aim is entirely to get something new, and while bows were worn on the quarter or at the back in soft hats last season, this is a decided change in stiff hat styles.

In soft hats, too, deeper crowns will prevail. Measurements in crowns run 5 inches, 5½ inches and 6 inches, and in brims 2 inches, 2¼ inches and 2½ inches. Crowns will, of course, be indented, which will tend to minimize the height. Tendency is towards a fuller crown, some even bordering on the square.

Call in New York has been strong for both green and navy. After the run green had last season it was thought that this color would go out, and in buying trimmings, manufacturers considered it rather a risky proposition to buy green bands; but now these have come back strong, and with navy will be most popular for another season. Taffeta bands will have greatest call, and will be shown in greater depth with heavier ribs.

Of all soft hats probably velours will have the greatest run. More of these are now being made than any other kind, both in men's and women's hats, so that marked popularity is expected. There is also a demand outside velours for hats rough in finish. Anything bordering on the velour in imitation will be preferred, however, to the smoother felts. Apart from velours and imitation velours, plain felts will be seen slightly, and in these, finish will be fairly smooth.

Trimmings during fall season show a tendency to revert to the old style with bows at the side. Some are still shown with bows at the back, but tendency is rather away from that style and towards the more staple fashion. Whether caps will be as popular for fall as they are at present is a question which has not yet been decided. One manufacturer who returned only recently from New York claims that he saw no caps shown save what are now being worn—namely, a silk cap after the pocket style. It is thought, however, that the cap will still hold popular, and be worn extensively during the coming fall season.

R. M. A. Notes

St. Thomas Merchants Re-organization

On Thursday night, June 5, the Retail Merchants turned out for the election of Officers, meeting in the board room of the City Hall. The meeting was started, but it was soon found that the room was not capable of holding them, so it was moved to the large council chamber.

The meeting was alive from start to finish. There was keen competition for the election of officers, and ballots had to be taken each time.

A merchants' picnic was discussed and it is most likely one will be held this summer.

The following officers were elected:—

President—B. Brick, of Mickleborough, dry goods.

1st. Vice-President—P. L. Egan, grocer.

2nd. Vice-President—G. E. Hill, baker.

Treasurer—N. C. Johnston, coal and wood.

Secretary—S. L. Graham, men's wear.

* * *

Newmarket Officers

Several branches of the Retail Merchants' Association have been formed in the last few weeks, and nearly all merchants in the various places have enrolled as members, making good strong branches of the Association.

The following officers elected in Newmarket are:—

President—C. S. McAuley, grocer.

1st. Vice-President—J. S. Osborne, butcher.

2nd. Vice-President—C. Willis, tailor.

Treasurer—W. S. Bosworth, grocer.

Secretary—H. B. Marshall, grocer.

* * *

St. Mary's Officers

President—A. H. Loft, dry goods.

1st. Vice-President—W. R. Butcher, grocer.

2nd. Vice-President—J. D. Martin, coal and wood.

Treasurer—J. Ready, boots and shoes.

Secretary—B. L. Lancaster, general store.

* * *

Aylmer Officers

President—J. M. Wrong, dry goods.

1st. Vice-President—J. M. Farthing, dry goods.

2nd. Vice-President—J. G. Heiter, grocer.

Treasurer—L. T. Young, grocer.

Secretary—H. L. Charlton, grocer.

Hudson's Bay May Dividend

London.—The Hudson Bay Company announce a final dividend of thirty per cent., plus a bonus of ten per cent., making the total fifty per cent. for the past twelve months. The Standard points out the company has made a new departure in regard to announcing the dividend, preferring now to make it "in percentage form," rather than on the actual amount of dividend.

"On this occasion," says the paper, "management don't announce the balance forward, which makes it impossible to gauge closely how company has done as compared with last year. Twenty per cent. of the dividend is derived from trading and thirty per cent. from land sales.

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Saskatoon, Sask.—A clothing factory which will employ at the start eighty hands, and which shortly is expected to give employment to 150, is the latest industry to be signed up by the Industrial League, after negotiations lasting for three weeks. The deal was completed yesterday. The head of the new concern is S. Selcer, formerly of the Alaska Fur Company, Minneapolis, who had about fifteen years' experience in the clothing manufacturing business in Minneapolis and Chicago. He has organized a concern to be known as The Saskatoon Garment Manufacturing Company, Limited, capitalized at $50,000, which will manufacture overalls, workmen's shirts and mackinaw clothing.

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Relative Value of Display and Floor Space

(Continued from page 52.)

From the accompanying illustration it will be noticed that stock rooms are quite extensive. Here stock for both the Applegath stores are kept and as there is also space in the basement, no lack of room is felt.

The store proper, it will be noticed, terminates about 25 feet from the rear of the building. This was done providing space in plenty for the present, but left in such a way that it would be a simple matter to extend the store right to the rear of the building if necessary, and confine all stock to basement, and side stock rooms.

But of the whole store, the windows are the main feature. Providing two 24 ft. windows with a frontage of only 13 feet, and in such a way as to allow of successful window trimming is the strong point of the store. Mr. Applegath claims it should work just as well with anything else, as with hats. In a similar manner, then, could many of the small frontage difficulties be overcome.

It is interesting to note that the depth of the windows runs close to the total depth of the store. An interesting problem arises as to the relative value of display and store space.

Novelties Predominate in Men's Clothing

New York paper comments on style tendencies there—Checks in black and white have sold well — Fancies are reported to be in a strong position for the Fall demand — Other features.

THE FOLLOWING interesting commentary on New York styles in men's clothing is reproduced from the Reporter:

As the season advances the sales of men's apparel increase, and right now the clothing departments and exclusive shops are busy distributing merchandise to the consumer.

This condition is noticeable in the large stores, but it surely reflects similar conditions elsewhere. Consumers have the same opportunities to see the season's best styles in the stores in smaller centres which to-day are more thoroughly recognized than ever as important distributors. More attention is being paid to this trade than ever before. Manufacturers see to it that the country merchant is carefully looked after, and that he has the proper merchandise to display.

There's a reason.

The men and young men to-day study styles in fashion magazines and in the advertisements. They observe styles worn on the streets of the cities they may visit. The old "foggy" retailer, who cannot supply the demand, cannot compete with the modern merchant, who can and does supply it.

DEMAND FOR NOVELTIES AND CHECKS.

Black-and-white checks have been greatly in evidence, particularly in the very small broken effects, or crow-foot checks, as they are called, and the shepherd checks. In the earliest showings these were taken well, and now the retailers are "cashing in" on the liberal demand which continues for them. It is important to mention that the tendency to-day is toward novelties rather than plain cloths. Cheviots, rough worsteds and the like in colors and two-tone effects are selling well with the retailers. The hair line blue and black cheviots and worsted are preferred to the plain colors in serges and hard-finished worsteds.

For Fall the situation is similar. The strong combinations of black-and-white checks cannot be said to be so desirable for the coming season, but various fancies are in good position in all lines, including boys' and young men's lines. Norfolk styles are popular in the Spring showings, and they promise well for the coming season. In boys' suits the knickerbocker trousers are still in evidence, and the style in general effect will be practically the same as it has been for a long time.

SHOWING CLOTHES TO GOOD EFFECT.

Glass-front hanger cases have come into such common use, and they have so many advantages over the old fashioned method of showing merchandise from a pile that the modern methods of selling make it easy for the live and up-to-date dealer to take precedence over his ancient "brother" across the street. A good stock of merchandise deserves good treatment, and since better methods of merchandising are possible, it should have this treatment. The crushed and wrinkled appearance of a coat as it is pulled from a pile will often discourage the customer who knows that the stock of another merchant is kept in a smoother and better condition.

Such care as is made possible by modern equipment increases the efficiency of the salesman, and at the same time gives the store a greater amount of prestige. The amount of sales are not only directly increased but the stock is incidentally kept in a cleaner and better condition. It is worth one hundred cents on the dollar for a longer time than it would otherwise be.

SILK SHIRTS GROW MORE POPULAR.

Silk shirts and the imitations have never been in a stronger position than they occupy to-day. The light weight feature of them is greatly in their favor, and their dressiness when worn without a coat also makes a strong appeal. The only thing that stands in the way of the all-silk shirt is the price. It sells from $4 to $7 at retail. This is a little too high for the average customer.

A more popular price is to be obtained in the silk and linen mixtures in the same effects and in the mercerized cloths. These are to be had at about $2 to $3.50. Most of this class of shirts are made with the soft double turn cuffs, and many of them have the soft collars of the same material as the shirt.

LATE STYLES IN MEN'S NECKWEAR.

The latest note in neckwear is that of the Bulgarian and the Cubist styles which have been raging in silks for a few weeks. The Bulgarians furnished some attractive patterns for our neckwear manufacturers, and the modern Cubist influence has lent some novel ideas which have been adopted and have proven very satisfactory. These have sold well to the trade, and in turn have been received very favorably by the consumer. The popular price in these is fifty cents, although better grades have met with good sale in the better class of trade.

Prince of Wales Has His Own Ideas on Dress

He is inclined to disregard rules or to make them to suit himself—He may prove a sartorial dictator in later years—Some of his present ideas explained.

THE PRINCE of Wales is yet too young to be "arbiter elegantiarum," but the time may come. At present London's fashionable youths are much perturbed because they do not find that the Prince sets the seal of his approval on their taste in elegant attire. While they are specially punctilious in the observance of certain modes, the Prince makes a point, it might almost be said, of ignoring these customs. For example, he invariably wears his gloves buttoned and never leaves the ends open and tucked down over the wrist, as is the custom of the young "swell."

He wears a stand-up-turned-down collar with a frock or morning coat, simply because that sort of collar is more comfortable than the plain stand-up collar.

AS TO THE COLLAR.

Several members in the royal household, it may be mentioned, have lately followed the young Prince's example in this matter and have discarded the stand-up collar altogether except in the evening; by general consent a stand up collar with small wings looks smarter in the evening than a turned down collar—and such a collar is always worn by the Prince.

The taste of the Prince in the matter of socks, however, delights the heart of the youth of fashion, for he frankly confesses to a taste for gaily patterned socks. These socks are made to order from designs that are submitted to the Prince, who has two or three pairs made to go with each of his suits. The dress bills of the Prince are naturally beginning to rise, but nevertheless, he does not throw money away on clothes. He generally orders half a dozen suits at a time, and does this at most three times a year. Though the Prince is "fitted" at his tailor's when necessary, his tailors have an accurate model of his figure and one fitting is the most that is necessary.

WEARS SOFT SHIRTS.

The heir apparent has a great liking for soft shirts and wears ordinary white shirts as seldom as possible.

His favorite day attire is a knicker suit and soft shirt and collar, and directly he gets out of London he gets into such a suit as early as possible.

In the matter of walking sticks the Prince bids fair to exceed his grandfather's famous collection in number and interest, but of the thirty walking sticks he possesses the Prince rarely carries any but a large crooked gold mounted stick given him by the Kaiser when he came over to attend King Edward's funeral. This particular stick at Oxford is known as the "Prince's Crook," a designation that when it reached the ears of the Princess Mary, she at once gave to the stick.

Cotton Goods Sell in Canada

Imports have increased very rapidly in the last twelve years—Consumption here has grown to a marked degree.

Washington, D.C.—The Bureau of Foreign and Domestic Commerce, Department of Commerce, in a report on the cotton goods trade and industry of Canada just completed, shows that the United States is second only to Great Britain in supplying cotton goods to Canada.

The import of manufactures of cotton comes almost entirely from England and the United States, the former usually supplying about two-thirds and the latter about one-fourth of the total. Switzerland ships embroidery and lace; Germany, hosiery and embroidered lace, and France, some lace, embroidery, velveteens and women's clothing, but outside of these specialties the market for foreign cottons is dominated by England and the United States.

CANADIAN COTTON IMPORTS

Countries—	1900	1905.
United Kingdom	$4,649,690	$6,004,492
United States	1,694,379	2,062,062
Switzerland	227,899	341,889
Germany	184,074	224,810
France	80,572	100,712
All other	38,668	58,888
Total	$6,875,282	$8,792,853

Countries—	1910	1912.
United Kingdom	$18,591,299	$22,757,633
United States	3,462,335	5,974,016
Switzerland	982,468	1,097,991
Germany	577,975	717,843
France	270,769	432,116
All other	183,158	162,003
Total	$18,591,299	$22,757,633

The following table of the imports of cotton into Canada in 1900, 1905, 1910 and 1912 gives a good

(Continued on page 78.)

Rapid Changes Favored in Window Displays

Display men agree that three days is the longest time that a window should be left in—In smaller places, a longer time can be allowed—One day before special sale is long enough for accompanying displays.

NO PROBLEM submitted by The Review in some time has created as much interest as that of last month. The large number of replies received testified to the general interest taken.

The problem reads as follows:—

Here is a problem of deep importance for the display man and for the heads of departments who must depend for results to such an extent on display publicity. How often should displays be left in the windows to get best results?

This question can best be answered under three heads:

1. How long should regular merchandising displays be left in?

2. How long before a special sale should displays relating thereto be put in?

3. How long should special trims, backgrounds, etc., be used?

From the replies received, it is quite apparent that display men are agreed on one point—viz., that variety is the spice of window trimming, and that quick changes are the thing. The length of time allowed for trim is different, according to the locality, but it is pretty generally agreed that three days is the longest period advisable. Some assert that the windows should be trimmed every day, but others point out obvious objections to this plan. Consensus of opinion is that two days at least are needed to gain fullest benefit from a display.

Some of the replies received are appended:

ONCE A DAY.

We change our windows every day, week in and week out. Of course, the store is in a peculiarly strategic position, which makes it possible for us to change our displays more frequently than would be possible or advisable in the majority of stores. We are located on a central corner of one of the main streets, and thousands of people pass every day. We are certain that every display we put in will be seen by at least ten thousand people, approximately speaking. By changing daily, we offer the public something new to look at every day, and people have got into the habit of always inspecting our windows as they walk past. This happy result could have been obtained only in the one way—offering a fresh attraction every day.

Only in very rare cases has any one window been left unchanged for longer than twenty-four hours. In cases of special trims for horse show, national holiday or some such event, we have left trims in for two days, on one occasion for three. This is done very rarely, however, as we feel it necessary to maintain our reputation for daily novelty.

WINDOW TRIMMER.

Complete System Explained

One of the first things to consider in answering this question is the value of your window space.

A store having only two windows naturally values its window space in the highest proportion and to keep every department before the public eye displays must be quickly and carefully made and as often as possible so keeping an ever changing and attractive scene. On the other hand a store having several windows need not hurry the changes, being able to display for every department for a longer term than they could otherwise do.

There is no doubt whatever that a store (whether with two or more windows) whose policy is to keep an ever changing display before the public eye will attract more notice per day than another firm would in a week.

We have no better advertisement than to hear people say "Lets go down and see what so and so are showing to-day," or "I like to walk down to so and so's. They always have something new in their windows."

Under the first head, "How long should regular merchandizing displays be left in?" I would divide this up into four sections:

(1) Silks and dress goods, wash goods; (2) ready-to-wear and millinery, neckwear, etc.; (3) hosiery, underwear (4) staples, linens, curtains, etc.

At the commencement of a season the main displays are of silks, dress goods, ready-to-wear and millinery.

Now with regard to silks and dress goods: I consider at the earliest part of season that three days should be the longest for any display and even then some one or two units should be continually being changed and so give an added attraction to a window. For instance, in making a display of above goods say on Monday, the window will stand as first trimmed until Tuesday when I would entirely change one unit in the morning and one in the afternoon and same on Wednesday. This practice prevents any length having chance to fade and also attracts the people every day. The same applies to ready-to-wear and millinery with the exception

of continually changing suits and coats whenever I have a few moments to spare. On Thursday I would make an entire change in both windows perhaps putting in a more popular line for Saturday trade. With regard to hosiery, underwear and corsets, as a general rule I give the last four days of each week to an especially good display of these three combined. Once a season we give an entire display of hosiery

The same applies to staples, linens, etc. These departments, of course, get their big displays after the new season's goods have had a good start and then for three days at a time showing perhaps table-linens for first three days and last three days with bed spreads, etc. We try if possible to give each department a full week's display but changed at least twice a week. This, of course, means giving the preference to dress fabrics and ready-to-wear in the proper season. This system, I think, competes favorably with the store which has more windows for I notice that I put in as many windows per week.

No. 2. How long before a special sale should displays relating thereto be put in?

In working out this problem I have come to the conclusion that two days is the best and most profitable length of time previous to any special sale.

This gives you two clear evening displays and given fine weather the evening is the time when your displays are most attractive. For special sales we as a rule decide on Wednesday as the sale day, trimming the window Monday morning and advertising in Monday evening paper and also Tuesday evening. By this time every one is interested and excited over the bargains, and, the time being short, the sale is not forgotten. The window space is not wasted for a longer time.

3. How long should special trims, back-grounds, etc., be used?

Only so long as they are adapted to the class of merchandise being shown. Trims made specially for openings are as a rule capable of being used for a month or so afterwards while you are showing novelty fabrics, etc. But when you begin to drop to the regular routine of season's business, you need a more business-like fixture, one that is adapted for displaying any class of goods. Special trims such as used for Victoria Day, July 1st, etc., should be removed directly after the holiday and put in about one week previous.

J. J. Thompson.

Regular Changes Needed

Editor, Dry Goods Review.—Replying to your query in your issue of May 21, as to how often displays should be left in windows to obtain best results, let me submit the following under the three heads you suggest:

(1) Displays of regular merchandise should be left, in my opinion, never for more than one week. Furthermore, I would advocate regular changing of windows in so far as it is possible and practical. After a window trim has been on display for a few days in the average town it loses its force, or rather it ceases to arouse curiosity and produce attraction. With a new arrangement coming at the end of some stated period, which for practical purposes I should make three days, people come to look regularly to that window for something new and attractive and often are found to go out of their way to see what is "in" to-day.

(2) In preparing for a special sale the length of time a trim relating thereto should be on display before the commencement of the sale, should be guided by the size of the town or city and by the advertising mediums of that city. Where there is a daily newspaper one full day with the aid of the newspaper should be sufficient. In other cases I should set the limit at two days, but always making an effort to call the attention of the public to the sale by other means in addition to the window itself, before the sale begins.

(3) Special trims and backgrounds are something which may be rearranged and changed over and over again in such a way as to be used a number of times. Where a special background is gotten up for, say, an Easter window or a Thanksgiving window, it is likely to be suitable to the season to an extent that it may be repeated with little or no change, and used for several weeks. But where a background applies only to one holiday, and not to a season, it should not be repeated in a way to be easily recognized, unless held over to the corresponding season the following year. A little ingenuity can change a background or trim so as to produce quite a different effect and permit its being used for several weeks at once, but I would not advocate using one background without change for more than a couple of weeks handrunning.

Display Man.

Short Periods Recommended

(1) If not displayed for any special event such as Horse Shows, Race Week, Easter or Christmas displays, I think 3 days at the outside in a city and four in a town. If your display is at all attractive and has any "catchy" ideas, the people of your town will soon hear of it from those who have seen it.

(2) Depends largely on what you are featuring. If you are putting on a special sale of one particular article and your supply is limited, I think one day is ample in a city and 2 in a town. It is better to let half the people see it and serve them than it is to let every one see it and have to turn away disappointed customers. Even if they don't share in this particular special you are featuring, they will hear of it and watch your windows. But if it is goods that you have plenty of or can procure readily, I would say 2 days in a city and 3 days in a town. If cloaks,

suits or dresses are displayed for special sale, I suggest changing the windows daily as long as the sale lasts. No lady wants to purchase a dress that has been in a shop window with a ticket on naming Sale Price $8.49. The garment may be worth equally $15.00 or $20.00, yet no lady wants her associates to know she is wearing a dress or gown purchased at Bargain Sale at $8.49. I think a merchant (in a suit or dress sale) hurts his business by putting price tickets on garments displayed in windows. Other ways equally as "catchy" for window displays can be used.

(3) If the background represents a Spring or Autumn scene with leaves or flowers, same can be left for a week in a city and two in a town providing you were featuring Spring or Fall wearing apparel as the case may be. A background of this nature should be used for nothing but wearing apparel. If it is a plain scenery background which would be suitable for any line of goods, I think it is optional how you use it providing it is not too showy to show stronger than your window displays. At the outside, two weeks is long enough for any plain background. A good strong and attractive background built to represent familiar scenes is half of your window display. At the first glance the passer-by does not always notice your goods. He sees something familiar in the background.

G. E. Hagerman.

Every Three Days

Your question in The Review of May 21 on "How often do you change your windows?" is one of surpassing importance; not only in the larger cities, but to every business man in Canada—because as "the eyes are the window of the soul," so also, the window is the eye which reveals the store's innermost soul; by displaying the best of its merchandise in the most approprate setting.

You may have heard the auld saying: "A braw clean windy makes a braw clean hoose," so also, a window that is *not braw* and clean will make a store seem dull and ancient, like the proverbial lazy man.

(1) Therefore windows should be changed every three days: first, to keep them fresh; second, because the same people pass your windows every day; third, you can display twice as many goods as you can if you only change the window once a week.

Of course you will say, "then why not change them every day?"

Because a window requires more than one day to convince and impress a casual passer, with the desirability of your goods.

The first day the goods strike one with their newness and beauty: and each succeeding day is the "follow up"—the convincing end of the business.

But after three days, its power begins to wane; not only because the novelty has worn off, but because, in some subtle way, the charm and freshness of the goods themselves begin to pall. The window is like a charge of petrol gas. It has got to have time to do its work; but immediately the charge is exhausted put in another charge, or the business won't get full benefit.

Therefore, a window has no pulling power after three days.

(2) The same rule applies to the second part of the question. A window should not be trimmed for a special display any more than three days before the event, for the reasons given above.

(3) Trims, decorations and backgrounds should be changed each week, excepting when they demonstrate some special event, when they must remain for the whole period of the special show or sale. But there is absolutely no kind of decoration or background that is of any value after one month's continuous use. Put it away for a while; turn it outside in, or up-side down, or anything for a change. If you don't want to change your backgrounds regularly, employ a dignified and fairly permanent wood background, in brown or golden finish.

One or two mirrors are in order, but they must be good and clean.

This last—cleanliness—is the first, last and all the time principle of the progressive store. How many times is this first principle not forgotten in many of our little country stores?

Robert McCruden.

Three Days the Limit

Question 1. Three days under ordinary conditions. If goods continue to sell after that period and the display manager feels that all that pass his windows have not noticed the displays and that he has not given them time to decide whether they want any of the articles on display or not, keep them in a day or two longer.

The one in charge of displays should use the clerks of the store as "newsgetters" of public opinion regarding the display in question.

2. About as long before as the display manager is accustomed to keep his ordinary displays before the public.

Sale goods when once shown should never be withdrawn from publicity before the sale.

A good time to commence the display—if there are two market days in one week—is on the first of these days. Then start the sale on the second.

3. *Special trims* may be kept in not more than 4 or 5 days. The remaining 1 or 2 days must be ordinary so as to make the next "special" more emphatic. Some *backgrounds* may be used in many consecutive displays because they, in many instances, act as the fixed background of the windows.

Forms and figures may be used at most times so

long as their positions are changed. Ability to totally change the appearance of a window by changing the positions of the stands can be acquired by little more than common observation.

F. D. Wellington.

From Men's Wear Standpoint

1. How long should regular merchandizing displays be left in?

This depends a great deal on the size of the town, and the location of the store. If in a large city, and in a prominent location, displays should be changed often, and for this class of trim 3 or 4 days should be sufficient, in smaller cities, displays are often left in for a week at a time, one reason for this is that in the smaller cities everybody does not get uptown as often as in the larger cities, so that there is a different crowd to view your windows nearly every day. Also in most of the stores in the smaller cities the window trimmer and card-writer has usually another department to care for, and cannot spare the time to change the displays much oftener than once a week. In making a change it is, of course, most important to make the display of something different so that it will attract attention because it is entirely different.

2. How long before a special sale should displays relating thereto be put in.

Two or three days at the least. This applies to clothing, more particularly, it has been proven that displays two days ahead of the special sale with the right kind of advertising at the same time have created an interest almost impossible otherwise. Of course a lot of interest can be created in a day's display, but the two or three days display gives the people a chance to talk about it, and in this way often some people are brought in touch with the event, that otherwise would have heard nothing till it was all over. This is often the case with the young men as lots of them never read ads. in the papers. Some might raise the point that this gives your competitor a chance to see what your special values are and also arrange to make a special sale of something along the same line, but the modern merchant to-day runs his own business, and while keeping an eye on his competitors he lets them run theirs.

3. How long should special trims and backgrounds be used.

This is where the trimmer will have to use his own judgment, as it depends a great deal what the special trims consists of. Some goods, it is advisable to give a good show, others have to be changed oftener on account of their delicate shades, etc. There is a decided trend at the present time to change window displays oftener than has been the custom in recent years. This is noticeable in almost every line of business, window displays are becoming stronger factors in the advertising of the modern merchants, a better class of displays are being used. The windows are getting more attention than ever. Therefore, if the trims are neatly and attractively arranged, and changed as often as possible interest is bound to be worked up on account of it. "Early and Often" is certainly a good motto for the window trimmer.

P. Curzon.

Believes in Novelty

I change my windows every Monday morning and Thursday night and sometimes put in specials during the week.

I find by trimming my windows on Monday morning it gives a newness from the previous week and seems to bring good results.

I think it depends a great deal on the kind of a trim you have in and the results you are getting from it, to decide just how long it should stay in. But displays should never be allowed to stay in long enough to get old to the public.

QUESTION NO. 2.

As to a window trim for a special sale, I think the window trim should be put in the same evening following the advertisement in the morning paper, something like two days before the sale begins. That would enable the public to acquaint themselves with the real value advertised, through the showings in the display, and yet the display would not become common and lose the desired effect.

QUESTION NO. 3. SPECIAL TRIMS.

A back-ground will, I think, derive the full value in one window trim and if left in longer will add too much of a sameness to the whole of the window. The public soon grows tired of one thing and you can attract the attention of the public better by continually showing them something new. They will form the habit, I think, of walking a block out of their way to look at your windows if they know you have something new to show them.

J. W. Cummings.

Favors Longer Term

No. 1. How long should regular merchandising displays be left in?

In the smaller towns, where a big part of the trade is derived from the country, a regular merchandising display should be left about two weeks. Only a small part of the country people would come into town during one week; but a shorter time would be better if it could bring the desired result. All colored dry goods left open to the strong daylight are apt to become disfigured. Dry goods left in the window too long are apt to get soiled from the dust that has settled on, unless good care is taken to dust before laying a hand on the stock to take it out.

In the bigger towns and cities one week's display would produce better results than two weeks in a

small country town, because people are continually passing by from 6 o'clock in the morning till 11 at night.

The cities or the big towns having electric lights have a big advantage over the small towns.

No. 2. How long before a special sale should displays relating thereto be put in?

Special sale goods should be displayed not later than the day before the ad. or bills appear before the public. We will say an ad. appears before the public Saturday, June 7, and the sale dated for Monday, June 15, for one day only. That gives the people ample time to inspect the goods.

No. 3. How long should special trims, backgrounds, etc., be used?

A background is a big factor in a window trim. First, it keeps customers from upsetting displays. It takes the bareness off, and shows the goods up better. It helps to keep out flies and dust in properly fixed window.

In dressing with dry goods or ready to wear, the main object of the trimmer is to catch the attention of the passing public by arranging the goods to the best advantage.

A special trim background should only be used for one sitting. The goods used for trims can always be sold for cost if handled properly.

J. S. BJORNSON.

Robert Gallagher Retired

It came as rather a surprise to the wholesale trade of Winnipeg a few days ago to learn that Robert R. Gallagher had retired from the big wholesale dry goods house of Stobart, Sons & Co., Ltd., Winnipeg. Mr. Gallagher is undoubtedly one of the most capable and best known dry goods men in western Canada. He has spent many years in the business, although he is still a young man.

He has been about 30 years in the dry goods business, and in that time has served in many important positions, and has learned the trade from the ground up. He served his apprenticeship in a country store at Newboro', Ont., from where he went to Montreal and entered the old firm of J. G. MacKenzie & Co., wholesale merchants, and one of the leading houses in Canada at that time. In a short time Mr. Gallagher's ability as a salesman was recognized by his principals, and he was sent on the road. At the close of his first trip the general manager of the firm said his success was phenomenal, and he remained travelling for two years, or until the Fall of 1897, when the firm decided to pick up trade in Western Canada. Mr. Gallagher was therefore transferred to the western end of the business, and at that time he was congratulated on having been chosen, although the youngest member of the travelling staff, to assume such a responsible post.

He remained with the MacKenzie Company until 1893, or until Mr. MacKenzie's death, when there was an impression that the business was to be wound up. He accepted a tempting offer from S. Greenshields & Company. Under his supervision the business of the Greenshields Company in the west grew tremendously in a comparatively short time, and traveller after traveller had to be added to the staff to cater to the rapidly growing trade.

Trade became so great that in 1902 it was decided to open a warehouse in Winnipeg. Consequently a warehouse was built here, Mr. Gallagher supervising it, and he was taken into the new organization, known as Greenshields Western, Ltd., and was made managing director. Later on there was some misunderstanding, and he decided to withdraw from the firm. He was offered an interest in the business of Stobart, Sons & Co., in 1905, and was made a director and warehouse and sales manager. Under his organization and efforts the business grew at an enviable rate.

It is well-known among the western trade that the rapid strides made by this house in the last few years were largely due to the ability and experience that Mr. Gallagher brought into it. Although now retiring, the impression is general among his many friends in the trade that he will not remain long from active business. There is no failing in his energies, and it is considered that he is too young a man to be lost to the dry goods trade. Local wholesalers would not be surprised to find him before long in a field that will still give scope to his executive ability.

R. R. Gallagher has always been appreciated by employees and the trade generally on account of his fairness and justice to all at all times. He has given many a young man a second chance and led them from apparent failure to assured success.

Appointed Assistant General Manager

"Apropos of the recent changes at Messrs. Pryce, Jones (Canada) Limited, Calgary, Mr. H. Curtis, the general manager has appointed Mr. James J. Hills as assistant general manager. Mr. Hills is the son of Mr. W. W. Hills, and a nephew of Mr. H. G. Hills, woolen merchants, 13 Union Street, Birmingham. Mr. Hills has had 13 years' experience in the Canadian dry goods trade, and should prove a valuable assistant in the management of Messrs. Pryce, Jones (Canada) Limited. The board have appointed Mr. A. E. Myatt, F.A.A., A.C.I.S. (England) as chief accountant, and he will have the control of the counting house"—Drapery Record.

Speeding Up the Collection of Accounts

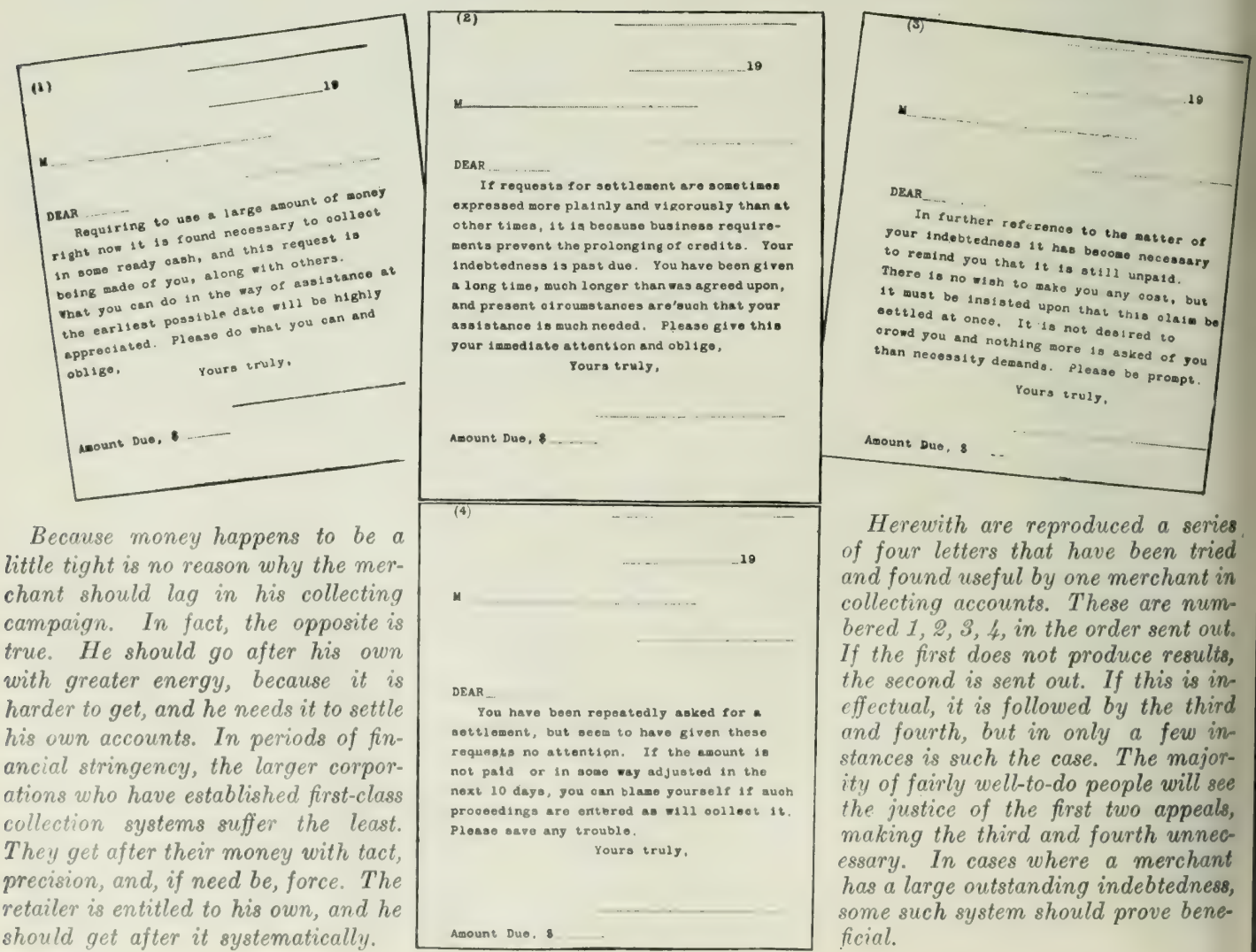
The system of one merchant who claims he gets good results—Has four standing letters beginning with a mild one and gradually becoming stronger—A duty which must never be shirked.

THE COLLECTION of accounts is not always a pleasant duty but it is a necessary one. A business cannot go on for long unless the money that is due it, is forthcoming. The allowing of debts to continue until they come within the "no good" class is the downfall of many a merchant. A man should go strongly after that which belongs to him. He knows that when his own bills come due, he has to meet them promptly and in a judicious method, he should give his customers to understand the same thing.

When a bill becomes past due and still remains unpaid, it generally takes more than one attempt to collect it. Some merchants have a follow-up system of letters for this purpose. The first one leads off mildly, but gives the debtor to understand that the amount is wanted. Gradually the letters are made stronger. Some have a series of as many as ten letters, leading from the first mild request up to the climax. One merchant reports quite good results from a series of four letters of the same nature. These are reproduced herewith, and as they have proven quite successful by the merchant who drew them up, they ought to help others.

Just at present money is tight and many people are trying to hold on to what they have. No better time could be selected for a strong aggressive collecting campaign. By getting after money systematically, the dealer is bound to make greater headway. Spasmodic attempts are never very successful.

The question of collections has become one of deepest moment since the money stringency developed. Ever since the first of the year there has been much talk about tightness of money and difficulty in making collections.



(1)

_____ 19__

M_____

DEAR _____

Requiring to use a large amount of money right now it is found necessary to collect in some ready cash, and this request is being made of you, along with others. What you can do in the way of assistance at the earliest possible date will be highly appreciated. Please do what you can and oblige.

Yours truly,

_____

Amount Due, $ _____

(2)

_____ 19

M_____

DEAR _____

If requests for settlement are sometimes expressed more plainly and vigorously than at other times, it is because business requirements prevent the prolonging of credits. Your indebtedness is past due. You have been given a long time, much longer than was agreed upon, and present circumstances are such that your assistance is much needed. Please give this your immediate attention and oblige,

Yours truly,

_____

Amount Due, $ _____

(3)

_____ 19

M_____

DEAR _____

In further reference to the matter of your indebtedness it has become necessary to remind you that it is still unpaid. There is no wish to make you any cost, but it must be insisted upon that this claim be settled at once. It is not desired to crowd you and nothing more is asked of you than necessity demands. Please be prompt.

Yours truly,

_____

Amount Due, $ _____

(4)

_____ 19

M_____

DEAR _____

You have been repeatedly asked for a settlement, but seem to have given these requests no attention. If the amount is not paid or in some way adjusted in the next 10 days, you can blame yourself if such proceedings are entered as will collect it. Please save any trouble.

Yours truly,

_____

Amount Due, $ _____

Because money happens to be a little tight is no reason why the merchant should lag in his collecting campaign. In fact, the opposite is true. He should go after his own with greater energy, because it is harder to get, and he needs it to settle his own accounts. In periods of financial stringency, the larger corporations who have established first-class collection systems suffer the least. They get after their money with tact, precision, and, if need be, force. The retailer is entitled to his own, and he should get after it systematically.

Herewith are reproduced a series of four letters that have been tried and found useful by one merchant in collecting accounts. These are numbered 1, 2, 3, 4, in the order sent out. If the first does not produce results, the second is sent out. If this is ineffectual, it is followed by the third and fourth, but in only a few instances is such the case. The majority of fairly well-to-do people will see the justice of the first two appeals, making the third and fourth unnecessary. In cases where a merchant has a large outstanding indebtedness, some such system should prove beneficial.

VANGUARD KNITTING WOOLS

TRADE MARK REGISTERED

Established 1752.

TRADE MARK REGISTERED

Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.

Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

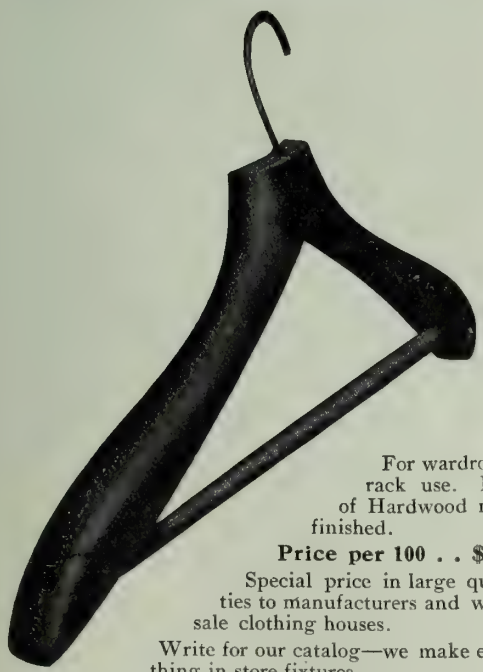
0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

THE "CONCAVE" SUIT HANGER



For wardrobe or rack use. Made of Hardwood nicely finished.

Price per 100 . . $12.50

Special price in large quantities to manufacturers and wholesale clothing houses.

Write for our catalog—we make everything in store fixtures.

CLATWORTHY & SON, LTD.
161 King St. West, TORONTO

DOMINION BRAND

Stands for Highest Quality in Coats

Style, fit and wear sums up the DOMINION BRAND line of Sweater Coats. Made in the most approved designs that at once appeal to the tastes of the young man; shaped to the figure with enough elasticity to guarantee comfort; and made of only pure worsted yarns, these elegant coats certainly meet the demands of your best customers.

Why not put your knit goods department on a good, paying foundation by stocking DOMINION BRAND Sweater Coats. A sample order will convince you.

A. BURRITT & COMPANY
DOMINION MILLS
MITCHELL, ONTARIO

Salient Pointers for the Clothing Salesman

Observe, remember and suggest—Some good advice given in address by M. D. Brill, New York—Memory and courtesy are great assets—Roughhouse tactics should never be adopted under any circumstances.

IN AN address before the furnishing goods salesmen of the firm of Brill Bros., New York, the following forceful remarks were made by M. D. Brill, a member of the firm:

The three words, observe, remember and suggest, are necessary for the success of every salesman or merchant. You must remember, you must observe, and you must suggest in order to be successful. The fact that the salesman is the firm's personal representative should make it clear to him that it is his duty above all other things to adhere strictly to the firm's policy. If this is done it will help to get the confidence of the customer the minute he approaches you. For example:

Greet your customer with a smile.

Introduce merchandise intelligently.

Put your customer's name on the check.

We have asked this so often of our men, and in one of our stores it is next to impossible to have this done. In this particular store we have one or two men who invariably make out their application for charge accounts incorrectly. We tell them plainly to get the customer's name and address, his occupation, his place of business, his references. All these questions are printed on the application, and still these few men insist upon making errors that are almost inexcusable on account of their simplicity. They do this because they don't observe and they don't remember, and the ideas that have been given them have not suggested themselves to the salesman.

Ask your customer to call again; at the same time give him your personal card. It will have a great effect and a tendency to bring him back. When you ask him to call again, say, "Thank you; call again," as they do in England everywhere you go. If you go into a store and ask the time of the day, a gentleman will say, "10.30, thank you." They do the same thing in France, and, in fact all over Europe. Our salesmen do not make a practice of it, and they really should. It is a habit that will grow upon them and they will find it a most agreeable one if they practice it.

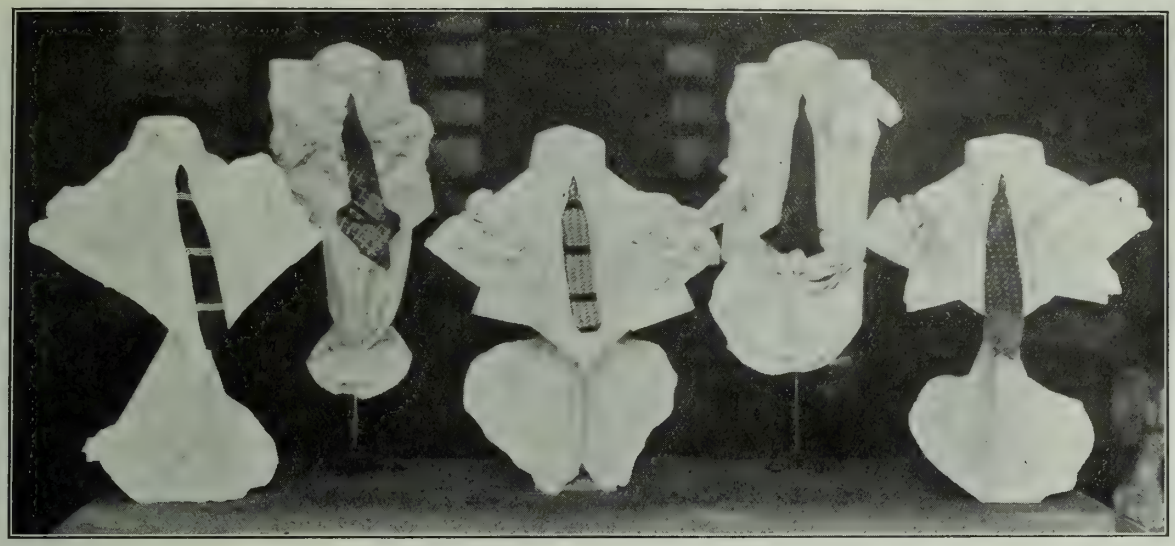
Ask your customer to whom you give your card to send his friends to you; that you will give them your personal attention. Then, again, I say the salesman should sell what they have in stock and not be too ready to take special orders. Too much stress cannot be laid on this. You have got to keep plodding and live up to the firm's policy.

Don't complain; leave that to the firm. The struggle of the salesman should harmonize with his employer's needs; bring out his talent energies and discover for him untapped capabilities. I know it to be a fact that men's fears are the things which retard their progress. Put the meekest man in the world where he has to fight to get out, and he will show the strength and cleverness which even he himself did not know he possessed. The thing which holds men back is the fear that they cannot do what is asked of them. It is not their inability to do it; of course, no salesman can sell goods through the use of roughhouse tactics such as I have had occasion to call certain men in our employ to task for. It is bad business to be brazen. The particular case to which I refer occurred at one of our stores. A very unsightly looking individual, with a week's growth on his face, undersized and looking like a Russian, was buying a pair of gloves. The salesman, having two or three customers, became very impatient with this customer, and I heard him say, "This is size 7¾ and this is size 8. You have had this one on, and you have had this one on. Now, which one do you want?" (this spoken in a very rough manner). The customer just turned his head to the salesman and said in a very mild tone, "Take it easy; you are getting excited. Don't get excited?" About this time the salesman turned around and saw me standing behind him, and said, "I am not excited." In this particular instance the salesman did not observe that the customer was doing his best to spend his dollar in a legitimate way. He did not remember it was his duty to be a gentleman and serve this customer in a proper manner. He did not suggest to the customer that he could try on another pair that would be more satisfactory to him, but tried in a very rough manner to force this individual to buy.

The feeling that the firm's ideas, policies and rules must be carried out adds tremendous strength to a salesman's results, and at the end of the year at our annual meeting he will find, if he makes the correct effort, a good size balance to his credit.

He who never made a mistake is a mistake. God bless the man with an idea! It may be visionary, but it starts something. A wild dream always has something in it worth thinking about. The fellow who just plods and plods, never asking a why or a wherefore, is doomed to disappointment some time, somewhere. Facts are facts. Experiences are exper-

(Continued on page 78.)



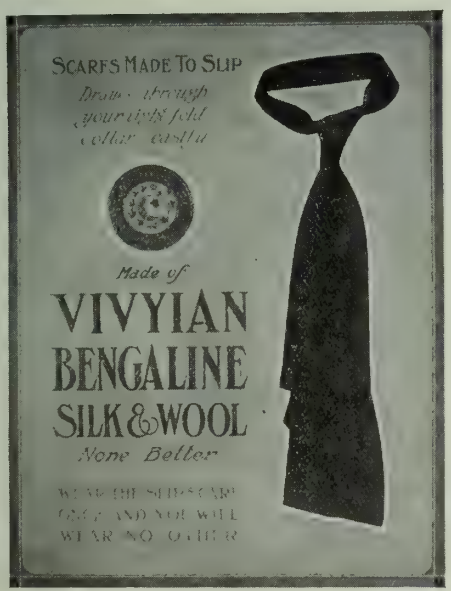
Attractive Patterns *from our* Fall Showing

The above cut illustrates five of our new Fall patterns in Wool, Taffetas and Fancy Silks, and suggests a very neat arrangement for your interior or window trims.

We are specialists in shirts for the outing man, the business man, and the working man; in fact, our range covers all the latest styles and best lines for all classes of trade, both boys and men.

Let us serve you. **Send for Samples.**

The Deacon Shirt Co., *Belleville, Ont.*



THE HIT OF THE TRADE

44 Shades in $4.50, $6.50 shapes, 7 day delivery.

Use the show card as above, 14 x 11, 4 colors and embossed

Neckwear Department

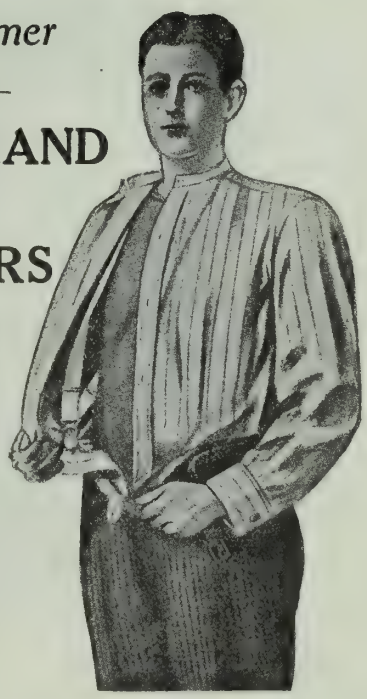
Crescent Mfg. Co.

Limited

MONTREAL

Men's Summer Comfort—

ROYAL BRAND *Coatless* SUSPENDERS



A natty shirt—no matter how smart it is, loses its smartness, its fresh laundered crispness, and becomes bedraggled looking in no time if the old-time visible suspenders are used. The Royal Brand Coatless overcomes the usual objections to the invisible suspenders. It is easily attached, stays fastened, gives comfort, freedom of movement.

Made in two styles and qualities—2 point and 4 point. We also make garters, arm bands and leather belts.

Write for prices to-day.

Manufactures of

"Peerless" and "Fit Rite" Braces

The Canadian Suspender Mfg. Company

92 Peter St., Toronto

Maintaining a Strict Censorship of Credits

The system followed by a Saskatoon merchant to avoid loss from bad debts —Every applicant for credit must give information, which is entered on slip, and carefully retained — Association adopts the system for members' use.

IT IS acknowledged that the ideal way to conduct a business is to run it on the cash plan. Even those who are most skeptical as to the feasibility of the cash principle acknowledge that, if practical, it would be the proper system to adopt. It follows that, where a merchant does not see that it would be safe or expedient for him to refuse to give any credit, the next best thing is to most rigidly supervise the credit end of the business so that the amount carried on the books will be kept within reasonable limits and losses from bad debts reduced to the minimum.

This again will be accepted as a theory against which no objection can be urged. The trouble is that too many retail merchants accept it as a theory, but fail utterly to apply it in actual practice.

One merchant who has put the theory into practice in a most practical way is J. L. S. Hutchinson, of Saskatoon, Sask. For over two years, he has used a blank form for filling in particulars about every customer who applied for credit. Complete information was taken down about the applicant, such as the amount of property owned, references, bankers, how long in town, place of previous residence, etc. These forms were always kept, and if the same person applied again, the fresh amount was entered on the old slip. By this system, it was always possible to tell at a glance how much each person owed to the company and to regulate the matter of further credit from that basis.

J. L. S. Hutchinson.

Judging the worth of each applicant thus given, Mr. Hutchinson was in a position to set a credit limit, beyond which he would never go. This figure was entered on the slip. Subsequent events might cause him to alter the amount, perhaps to allow a little more latitude to some customers who had proven honorable and worthy—more likely, however, to contract the latitude allowed in cases which had proven slow pay.

Retail Merchants Association of Canada, Inc.
SASKATCHEWAN BRANCH.

Received from .....Member's No.....
.....Town
Date.....
Name of Firm.....
Business.....
Address .....

Member's Name	Address	Married or Single	Owner or Tenant	Remarks

Property Owned .....
References: .....
.....
.....
Bankers .....Credit Limit.....
Goods to be used on Lot.....Block.....Plan.....
How long resided in (town).....
Previously resided at.....
Credit Granted by .....
Remarks: .....
.....
.....
.....

SECRETARY'S REPORT.

.....
.....
.....
.....
.....
.....

RATING				
A	B	C	D	E

Cards used for the entering of all credit accounts.

The system proved eminently successful, result-

IMPERIAL BRAND

PURE WOOL UNDERWEAR

An Iron Clad Grip *on* Your Underwear Trade

The one surest way to hold what underwear business you have and to get more is to grip it firm by selling or offering for sale only the lines that have an untarnished reputation for honest value. We have been building a reputation like this for over thirty years and never once have we dropped back an inch, but have climbed steadily. We lead the wool underwear industry of Canada for perfect garments and honest values.

We are specialists in Men's Natural Wool, Men's Elastic Knit, Men's High Grade Imperial, Men's Double Thread Balbriggan. Present delivery orders attended to promptly.

These goods can be obtained from the leading wholesale houses.

Write for samples to-day.

KINGSTON HOSIERY COMPANY

KINGSTON Established 1880 ONTARIO

BOYS LION BRAND CLOTHING

The Brand That Meets All Demands

How are you meeting the demands of the youth of your town for stylish, serviceable clothing? A brand that always appeals to the boys is the famous LION BRAND Boys' Clothing. Made in the nattiest styles from good, wear-resisting materials, these garments prove a most profitable, rapid-selling line.

A sample order will convince you.

Write for catalogue.

The Jackson Mfg. Co.

CLINTON FACTORIES AT ONT.

CLINTON, GODERICH, EXETER, ZURICH.

THE KADY SUSPENDER

Permits free movement of the body and shoulders. No binding, no strain anywhere, no stretching of fabric, no wear and tear on buttons.

These are the SELLING POINTS of the Kady. All that men of action demand. It's the suspender they come back for. Push it.

The **Double Crown Roller** is the Kady's great feature. A patented device so simple and perfect that duplication is impossible. Imitation has been attempted. The straps slide over the rollers obedient to every movement of the shoulders.

Attractive signs and store cards free. Write for literature.

DOMINION SUSPENDER CO. NIAGARA FALLS, CANADA

ing in a smaller total of book debts. It also helped to facilitate the work of making collections.

The results obtained therefrom were so satisfactory that the Saskatchewan branch of the Retail Merchants' Association decided to adopt the idea for the use of all its members. Mr. Hutchinson prepared the blank forms now in use by the association, adopting the ideas that he had been using, but improving on them considerably. The form herewith shown is that used by tthe association.

The advantages derived from the system when used by a body of merchants will be apparent. A person cannot go from one store to another securing credit from them all. The system serves as a check and each merchant knows what customers owe to other stores in town. This enables them to judge whether it would be safe to extent credit in every case.

"This is a form that should be introduced in the entire Dominion of Canada and be used by all retail merchants. If they will see that it is used every time a new account is opened th,ey will find that they will reduce their bad debts to a minimum and help collections. They would have the full details any person should know in opening a new account.

Edmonton, Alta.—Brown and Hunter, men's wear dealers, are dissolving partnership, Mr. Hunter withdrawing from the firm.

Lindsay, Ont.—Wm. Dundas has severed his connection with the old firm of Dundas and Flavelle's, Limited, having purchased the ladies' ready-to-wear business of Miss McDonald in St. Thomas. He was presented with a diamond stick pin by the members of the firm and the employees of Dundas and Flavelle's.

Salient Pointers for the Clothing Salesman

(Continued from page 74.)

iences, but ideas are guides. Ideas always lead to something. Unless a man suggests something to someone else he has not started to grow. It is that unfolding of our thoughts to others that makes us realize how good or bad we are, and in each case benefits must follow. To the man who really wants to succeed, and he is of the majority, there is as much knowing his ideas are wrong as to knowing they are right; at least, almost as much. The fool things we do in this world are mostly due to the fact that we thought they were wise before we did them. Don't be afraid to come out with it if you have an idea. One good one in fifty may make your fortune. Ideas that are good are as scarce as friends that are good. You must try fifty to find one good.

Goes to Western Firm

Montreal, Que.—E. Dunn, for some years with W. H. Scroggie Limited, lately in the capacity of dry goods buyer has been appointed dry goods manager and buyer for the two-million dollar store of C. W. Sherwood Co., Limited, at Regina. Mr. Dunn

E. Dunn.

was presented with a handsome gold ring by his selling force just prior to leaving W. H. Scroggie, Limited.

Cotton Goods in Canada

(Continued from page 66.)

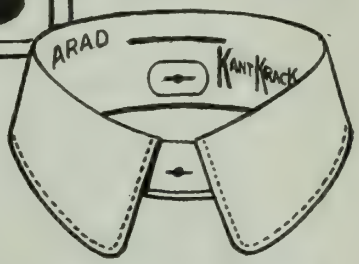
idea of the amounts supplied by the various nations:

Canadian imports of cotton goods have more than trebled in the last 12 years, and they have about quadrupled in the last 15 years. During the period from 1900 to 1912 the total imports of cottons increased by 231 per cent., while English cottons increased by 209.13 per cent., American by 252.58 per cent. and those from other countries by 353.17 per cent. The latter figure, however, is larger than it should actually be, as embroidery and lace were formerly stated separately from the cotton schedule, but now white and cream colored cotton embroideries are included under that schedule.

Of the total imports of cottons in 1900, England is listed as supplying 67.49 per cent., the United States 23.18 per cent., and all other countries 9.33 per cent. Of the total imports of cottons in 1912, England supplied 63.16 per cent., the United States 26.26 per cent. and all other countries 10.58 per cent. Allowing for the usual fluctuations from year to year, England and the United States seem to be maintaining their relative positions in the increasing trade.

KANT KRACK

COATED LINEN COLLARS



The Man's Choice

His choice because their features are distinctly in his favor. The "long slit" in the back over the button hole ensures easy insertion of the button without breaking button hole.

The "riveted flap" acts as a reinforcement of a vulnerable spot. These features ensure long wear of KANT KRACK collars and make them much in demand. They look like linen and wear better. They wash easily—just wash off with soap, water and sponge.

"One grade only, and that the best"

(Made in Canada)

The Parsons and Parsons Canadian Co.

HAMILTON -:- -:- -:- ONTARIO

WREYFORD & CO.

TORONTO

Wholesale Men's Furnishers

WE HAVE

Complete Ranges

OF

Summer Underwear

LISLE THREAD
POROUS KNIT
NAINSOOK
and
THE POPULAR
"AERTEX"

Separate Garments or Union Suits any Style

PROMPT AND CAREFUL ATTENTION GIVEN TO SORTING ORDERS.

PIM'S

IRISH POPLIN

For Distinction, Refinement, Durability, select

PIM'S IRISH POPLIN TIES

They are the most fashionable Ties obtainable, and present a wide range of tasteful designs in self colors, stripes, etc.

Wholesale—PIM BROS. & CO., Irish Poplin Manufacturers, William Street, Dublin.

Canadian Agents—Hyndman Commission Co., 156 Lombard St., Winnipeg. Thomas Brophy & Sons, 41 Herald Bldg., Montreal.

Some Suggestions for Cards

The Latest in Straw Hats
also the Lightest

$_____ $_____

$15.50

Look at the Goods. Then consider the Price and

WALK IN

These Ties are 50c.

They are Right in Color, Pattern and PRICE.

Right

Solid Comfort

These Sweater Coats are warm and suitable for all Outing Purposes. They wear like iron.

$_____

Short Lengths for Warm Days

We are Clearing Out our Stock of Summer Underwear at Prices which you cannot pass by. Only $_____

Why Bake

For Appearances Sake?

Only $____

Be sensible and wear a Shirt Waist these hot summer days. Be comfortable.

Make Your Personality Impressive

You know a man by the collar he wears. Let everyone recognize you as live and up-to-date. Wear the right collar.

Two for 25c.

The two-piece summer suits are light and durable and are guaranteed to keep their shape. The quality is there, and the price is right.

$_____ to $_____

CEETEE
UNSHRINKABLE
UNDERCLOTHING
PURE WOOL ONLY
The C. Turnbull Co. of Galt, Limited
Galt, Ontario

Worn by the Best People
Sold by the Best Dealers.

Mfrs. of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, "CEETEE" Shaker Knit Sweater Coats.

(Made in France)
Guaranteed for one year.

S. E. Porter & Co.

Sole Agents for Canada.

Complete Stock on Hand

at

"Birks Building,"
MONTREAL

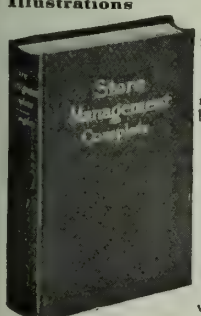
CEETEE
UNSHRINKABLE
UNDERCLOTHING
PURE WOOL ONLY
The C. Turnbull Co. of Galt, Limited
Galt Ontario

Worn by the Best People
Sold by the Best Dealers.

Manufacturers of Turnbull's high-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

The Shirt-Sleeve Man Again

The warm June weather brings out the smartly dressed shirt-sleeve man, the man who casts aside conventionalities and seeks comfort in the discarding of his heavy padded coats, and who knows and appreciates the marred effect of the vest and visible suspenders.

"STAR BRAND" SHIRTS

SHIRTS
Are Made for Particular People

Can you suggest more real Summer comfort for the man than a natty "Star Brand" shirt with a nice low collar and "Star Brand" Tie. **We are booking special rush orders now for outing shirts. See our Fall line of shirt samples.**

Van Allen Co., Limited
Hamilton, Ontario

The Latest Methods of Show Case Lighting

How goods in cases can be brought out to best advantage by scientific lighting facilities—A description of system used in large American store—Splendid results are obtained by proper facilities.

Written for The Review by William S. Kilmer

IT SEEMS to be the prevailing practice of many merchants to flood the exterior show windows with light, and put little thought if any, to a proper system of show case lighting. It is quite true, that prior to the last few years, the methods available for this purpose were very meagre and unsatisfactory.

The show case problem is big—almost the biggest of the equipment. The average metropolitan department store has 3,000 feet of aisle and wall cases,

Fig. 4.—Perfume cases lighted by Lamps, Store of Lipman Wolfe & Co., Inc., Portland, Ore.

while the frontage for show windows will not average more than 300 feet, or 10 per cent. of the show case equipment.

The merchant dresses and lights his windows to attract the interested and disinterested public. As an advertising medium, it ranks even with the newspaper and car. When reputation, show windows and advertising have done their work, your store is full of the great buying public. The more merchandise you can show in a short space of time—the greater your sales. A customer may come to your store for a paper of pins. A well lighter leather or lingerie goods case attracts, and the sale increases by $5.00 or $25.00. Another feature is: Well lighted goods sell more rapidly without handling, as a closer selection is made possible without removing them from the case, as it stands to reason, that if a piece of merchandise is shown in its true color and perspective, it will look the same when removed from the case. Thousands of dollars are lost by the continual handling of delicate and perishable goods unnecessarily, and many a first installation cost of a show case lighting system is saved by this single feature. While on the other hand, a poorly lighted case is often worse than one without any form of artificial lighting, because the light rays are often of such a color as to completely change the color of the goods, and a poor distribution of light may entirely alter the form.

In selecting any form of a show case lighting system, the following vital points must be considered by the progressive merchant:

First: The system must give an illumination in the interior of the case, which is approximately double that of the general illumination of the store interior.

Second: The light must be of such a quantity and quality that the goods are shown in their true color and style.

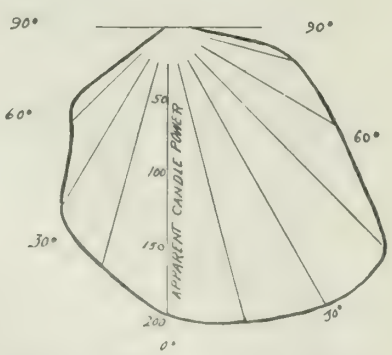


Fig. 3.—Candle power diagram, showing diffusion of light.

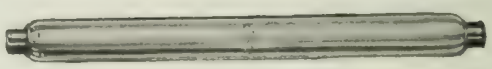


Fig. 1.—Lamp used in lighting show cases, etc., in store of Lipman Wolfe & Co., Inc.

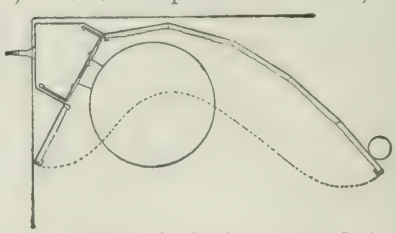


Fig. 6.—Trough Reflector used in show windows of Lipman Wolfe & Co., Inc.

Fig. 2.—Show Case Reflector, 2 in. wide by 2½ in. deep. Type used in Lipman Wolfe & Co., Inc., store.

Third: The interior temperature of the case must not be raised to any appreciable extent, and any increase, however small, must be evenly distributed, as a glass case which is warm in spots is very liable to crack with the first cold draft which strikes the exterior.

Fig. 5.—Illumination of corner aisle and show cases and shelving. Lipman Wolfe & Co., Inc., Portland, Ore.

Fourth: The unit of light must be neat and inconspicuous, and permit an easy and thorough cleaning of the case.

Fifth: General efficiency.

The lamp shown in figure 1 is approximately one foot long and one inch in diameter. The tungsten

Fig. 7.—Corset Department, Lipman Wolfe & Co., Inc.,

metal filament runs parallel to the tube through the entire length of the lamp—the electric current passing through from end to end. The interior glass area of this lamp is 31 square inches against 17 square inches of the ordinary "Bung Hole" type, and 24 square inches of the ordinary bulb lamp of the same wattage. This large glass area insures low temperature, and long life, and on account of its peculiar shape, it adapts itself to a very small reflector.

Fig. 2 shows the reflector 2½ inches deep and 2 inches high. It is scientifically designed, and throws a powerful and correct distribution of light as is shown in the candle power diagram.

Fig. 3. The following views are all time exposures, and show the practical application of over 3,000 feet of this system in the new palatial store of Lipman Wolf and Company, Portland, Oregon.

Fig. 4. Perfume cases surrounding the $20,000 Italian marble and bronze staircase leading from the first floor to the balcony. These cases are 18 inches deep and 3 feet high with a glass door for the front and rear. All cases are finished in Circassian walnut. Four 25 watt lamps are used to each one.

Fig. 8.—The "Colonnade" marble statuary in store of Lipman Wolfe & Co., Inc.

Fig. 5. Corner aisle cases—30 inches deep and 38 inches high. The even illumination over small irregular merchandise is very noticeable. Four 25 watt lamps are used for every 8 feet of frontage. This method is also followed for the display cases and shelving shown in the rear of the aisle case.

Fig. 7. Aisle and wall cases—Corset Department. The aisle cases are 30 inches deep and 32 inches high, finished in mahogany with four lamps per 8 feet frontage. The wall cases are two feet deep and 3 feet wide with 3 lamps to each case.

Fig 8. Sixth Floor—Art Department: Known as the "Colonnade." The display shelving is built of Philippine mahogany—from the posts to the back of the cases are 3 feet 6 inches deep, and from the ceiling to the counter 5 feet 6 inches. The 35 watt lamp is used here in a special design of wall case reflector.

Worn by the Best People

Sold by the Best Dealers.

"CEETEE" UNDERCLOTHING

PUREST WOOL ONLY — UNSHRINKABLE

The C. Turnbull Co. of Galt, Limited, GALT, Ontario

Manufacturers of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.

Cards to Help Midsummer Clothing Sales

This is an active time of year for business in boys' lines—Some methods of getting the youngsters talking—Suitable cards and how they should be done.

Written for The Review by Paul O'Neal

WHAT WILL midsummer bring in the way of special advertising? It is wise to be gin advertising for the men who are interested in outdoor sports. There are suits for the baseball fans, lacrosse enthusiasts, for the cricket admirers and all the other ball games. Then there are suits for the water sports, motor boats, yachting, canoeing, etc., outing caps, shirts, collars, ties and other lines of furnishings. It is not one day too early to start to push these lines. Constantly remind the public the time is right at the door when they will need these goods. This will keep them alive to your preparedness to serve them in every Summer need.

This is also a splendid month to offer special inducements for boys' wear. As the Summer vacation opens the mind of the youngsters naturally turns to their ball paraphernalia. Some merchants find that giving a bat or mitt with certain priced suits is a strong attraction. It should not be forgotten that children are good advertisers. Get them talking and they will usually loosen the parents' purse strings. Offer one each to the first 50 or 100 or 200 customers with a certain brand or line of suits at a certain price. Talk the price and quality of the brand. Keep it uppermost in your advertising; then you can offer the bat or mitt as an extra inducement. fill you window two or three days before the sale starts, with these suits and the prizes. Have the sale start on a Monday at 4 o'clock. Note how the boys will get talking around the town about it.

Of course specials are all right to keep before your customers, but you must not forget your regular lines. Do not let the specials drive the regular stock too far into the background of your advertising. Remember this is the month for much of the Summer outfitting. It is wise to keep an everlasting, never-ceasing pounding at your regular lines for this should be a good month for men's wear.

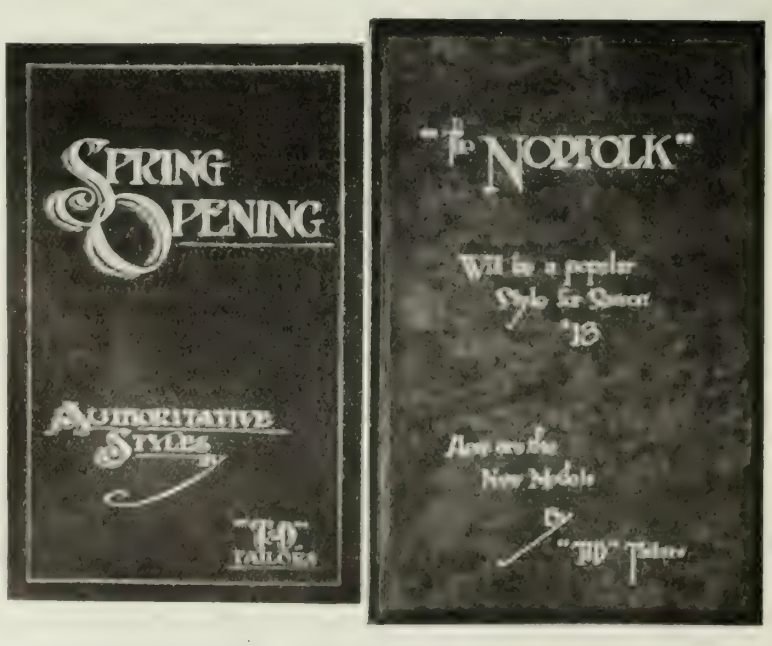
TREATMENT OF CARDS.

The $4.95 card is to be used in your window display of the boys' suits with mitts to be given as prizes. The ball player is decidedly in keeping with the advertising, and in no way out of place so far as the season is concerned. The suit of the player should be in the same color as your favorite local ball team. You will find a window like this will start the boys talking about your store more than anything you have had for a long time. The lettering should be in black and the figures in red shaded with some subdued color.

The $15 card is a pleasing little water scene that may be done in colors. Make the sky blue or grey and the water in similar hue. The boat and sails in a natural color. The figures in red and the lettering in black.

The Golf card is similar in character to the boating scene in that it suggests sporting or outing suits. You may make the clothing in any attractive colors you wish so the card will arrest attention. The lettering should be in black or a dark brown and the figures may be in red or black or brown and shaded with some tint.

The $18 card is one of those attractive styles of cards that are good advertising. In this one you may paint or color the billboard some soft color and the lettering done over it. If the



Neat cards by Edwin E. Bell, manager Thornton & Douglas Co., Guelph.

Get ready for your Summer outing
These Suits Made to Your Order
$15.=
15
Whether your favorite Sport is Base Ball, Tennis, Lacross or Golf, you will Enjoy the game more in One of these Suits
$15.50
These Splendid Spring Suits
$18.00
Fit, Fashion, Finish and Fabric, Fully Guaranteed.
There'll be 100 Happy boys in this Town Monday. One of these Mitts with our Celebrated
$4.95
School Suits

Suggestions for seasonable cards prepared by Paul O'Neal.

board is a cream or yellow color the small letters may be in black and the figures in some strong or bright color and shaded with the same color weakened. The figure can be in all kinds of flashy colors. Red trousers and yellow coat and blue hat or these colors changed around to suit your own liking. You will find this card is a very attractive one.

Endorsed Legislation

At a dinner held by the Canadian Credit Men's Association in Montreal, June 11, Henry Detchon, the general manager, expressed himself as greatly pleased with the amendment to the criminal code whereby a person who makes a false statement to a third party, such as a mercantile agency, for the purpose of obtaining goods, renders himself liable to prosecution on a charge of false pretences.

Mr. Detchon, who lives in Winnipeg, told of the development of the Association and its work. It now has between eight and nine hundred members. Among the activities of the last three years, he mentioned the enactment of the Bulk Sales Act, now operative in the four Western Provinces as well as in Quebec and Nova Scotia. The Assignments Act had been modified in Saskatchewan so that assignments could only be made to Trust Companies. As the Credit Men's Association thought they could best handle assignments, it was proposed to change the name of the Association to give them that scope.

Other speakers were Thomas Leary, secretary for Toronto; Paul Valentine, secretary of the Montreal Branch, and T. H. Somerville, St. John, N.B.

Card Suggestions

On page eighty will be found a number of suggestions for cards to be used in the mens' wear store at the present season. They were prepared by a card man employed in one of the largest stores in Canada, and are presented as suggestions for the wording of the next lot turned out by the young cardwriter. If any of the ideas are valuable to you, use them.

Worn by the Best People
Sold by the Best Dealers.
"CEETEE" UNDERCLOTHING
PUREST WOOL ONLY — UNSHRINKABLE
The C. Turnbull Co. of Galt, Limited. GALT Ontario
Manufacturers of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.

Advertising is Salesmanship, Plus Publicity

Concise definition given by speaker at convention — Advertising is development, and serves as insurance on the continuation of trade—Some of the first essentials of successful and resultful advertising.

THE following is a summary of an interesting address on advertising delivered at a recent English convention by Charles P. Martin. Mr. Martin has dealt with the problems of publicity in a general way, but has introduced much valuable material and sound advice:

Having given a comparison of different styles of advertisement, the speaker remarked that in ready-made goods advertised in the local press the dealer's name was quite a secondary matter. It should be borne in mind that the object of advertising was to sell goods. What the public required was goods, not names, and for that reason the great truth of all advertising should be kept in mind—that the goods to be sold should be most prominently advertised, and not the name of the dealer. He knew a case in which a firm had had three advertisements running in two newspapers for nearly three months. This series had been kept up practically without a change for the whole time, after which they suddenly ceased. This particular advertiser was, no doubt, convinced that advertising was unprofitable. He (the speaker) had good reason for knowing that his large expenditure was practically unproductive.

Why did firms waste money in filling expensive space with bad advertising? The reasons were, in many cases, that they had not a right conception as to the meaning of advertising; that they had no time to prepare copy; or that they simply bought space because their competitors did so, and they wished to be "in the swim."

In considering the question, let them bear in mind that the advertising department—or "development department," it seemed to him would be a much more appropriate term—was in many respects the brains of the concern, the guiding and propelling force.

Advertising must be honest. Woe to the firm who endeavored to build upon anything but the foundation of good goods, sound value, prompt and efficient service, and common sense in advertising. Advertising linked up the trader personally with the goods and their merits or demerits. His reputation suffered or was enhanced by every sale. As he valued permanent success, he dared not risk being dishonest.

What was advertising? It was the first aid in distribution. It was salesmanship. It was more than salesmanship; it was an insurance on the continuation of trade. It was salesmanship plus publicity. What was the best medium of publicity for the retailer? He would answer without the slightest doubt — the commonest of all things that surrounded them—the local paper, to wit, for it was through that medium that the retailer could most readily place the goods he has for sale before his own public.

Mr. Martin remarked that he laid great stress on the value of a good heading. It was worth careful study to get a good one for each advertisement, for he believed that a heading which told a story or asked a pertinent question was very important. It should be an eye-catcher—something strong and suggestive; something that would arrest the eye and interest the reader. It should relate to the advertisement, and not be foreign to it.

Second only in importance was the ending. That should be strong. Many advertisements ended the appeal by making a direct suggestion to act. They asked their readers to send for a list, or to write, or to call. It was a sound principle. For the title he strongly advocated the use of a special name-book. He considered that most important, for it gave distinction, and in time assumed the value of a trade mark.

The advertisement having been drawn up, the position had to be decided upon. Position, of course, was important. They should make arrangements that their advertisement, if possible, should always occupy the same position. The upper half of a page was to be preferred to the lower. Position next to reading matter was good; that next the leading article he considered excellent.

Advertise regularly and persistently and results would follow. The cumulative value of the advertisement was enormous. Splash or spasmodic advertising was fatal. It never succeeded. Advertisers who indulged in this failed apparently to realize that thousands of people upon whom a favorable first impression had been made were lost to them as customers for want of a few more impressions. The thing went on like a snowball.

The first question of the retailer embarking upon an advertising campaign asked himself was what amount of money ought he to spend. A man who had the knack of advertising did not need much capital to start with. As a matter of fact, a knowledge of how to advertise, combined with enthusiasm and confidence—confidence was all-important—went further than mere capital. They should start

with a small sum set aside for the purpose, and as returns increased so increase their expenditure.

To the retail advertiser window display and window dressing were as important as his press campaign. So they should arrange both that they should tell the same story at the same time. That served a two-fold purpose, reminding those who saw the press advertisement first and those who saw the window advertisement first that they had seen something on the same lines elsewhere, thus bringing about contact and consequently interest. If the offer was right, and the opportunity favorable, the result was a sale.

After all, the only way to learn the power of advertising was to put money and brains into it, and see the results grow. Advertising offered the easiest opening for proving that they could do something on their own initiative. If their efforts proved that their ideas were practicable, the manufacturers would have a new client, and the bulk of the pleasure and profit would come to them personally.

Advertising should be considered as part only of the science of business-building. No man should expect advertising to do more than attract the buyer, and convince him that the advertised article was the thing he needed. That was the function of advertising.

Bring us your Kitchenette Cabinet Coupons

ROBINSON, MacBEAN LIMITED

We redeem your Kitchenette Cabinet Coupons

Men's Clothing and Service

The Customer Gets the Best of Both at Robinson, MacBean's

There is no hazard, no element of chance, no uncertainty of result about buying your clothing at this store Our service—for which you pay nothing—we have endeavored to raise to a degree of efficiency that eliminates all worry and speculation on your part Our clothing salesmen are more than mere sellers of clothes They are specialists each in his own particular line and they have mastered the idea of properly fitting your form
Our clothes, for which you pay no more, and oftimes less than in other stores, are made for us by the House of Hobberlin, Toronto, and make a lasting and favorable impression upon the wearer's mind by reason of three things, namely Authoritative style, dependable quality, and last but not least their comfortable and snug fit The House of Hobberlin employs none but the best designers and workmen which positively assures you of the above And another feature of these clothes, is that they carry an ironbound guarantee from the House of Hobberlin for satisfaction in fit style and workmanship
If you are unacquainted with the Robinson MacBean standard of service and clothes, there is a new conception of these things awaiting you here
Following are four of our leading lines. Come in and look them over

Nifty "English Model" Suits made of fancy tweeds and worsteds, in colors of grey, brown and blue These suits are tailored in the popular three button soft roll, sack style Have handmade collars that fit close to the neck. These suits are tailored by the "House of Hobberlin," and carry their guarantee. A very stylish and high-class suit for... **$22.50**

You will like these high-class suits, tailored by the "House of Hobberlin," and the quality workmanship and fit of these suits is guaranteed by them. They come in the two and three button, soft roll sack style, with peaked lapels, and rounded shoulders The collars are hand-made and fit close to the neck Only the best of linings and trimmings are used in these suits. They are made of fancy tweeds and worsteds, in all the popular colors and mixtures. Price..... **$25.00**

Here is another swell line of fine suits tailored by the "House of Hobberlin" They are made from good quality imported tweeds and worsteds in colors of grey and brown. These suits are tailored by expert workmen and will fit you perfectly The materials used are all thoroughly shrunk, and are made up in the latest styles for spring and summer wear Sizes range from 34 to 46 Price **$27.50**

These fine grey and fawn suits are made from the best of imported Scotch tweeds, but the "House of Hobberlin" which name is a synonym for superior workmanship The Coats are in the two button style, with neat fitting collar and long lapels Good fitting shoulders Only the best of trimmings are used throughout The pants are made in the newest style to conform with the coat All sizes These suits are creations of master craftsmen Price **$30.00**

We also cater to men who prefer their clothing made to their own individual measure We are sole agents in Moose Jaw for the 'House of Hobberlin' tailoring and have a complete line of samples of all that is new for spring and summer wear, and will guarantee you satisfaction To these men we offer a special invitation to come in and look over these samples and let us take your measure Prices range up from **$20.00**

How Many Men Began Wearing Our Clothing as Boys

If you should ask the question of the men who came to this store you would find that a great many of them did. Not only did they begin wearing it as boys, but they are still wearing our Clothing. And you will find that these men invariably impress upon their boys the absolute necessity of beginning right, by wearing Robinson MacBean Clothing
Why? Because
Our standard never varies, it is always the best
The designing and tailoring are done by men who confine their work exclusively to Boys Clothing
The fabrics are all wool, thoroughly tested and the patterns well chosen, and styles are always new.

Boys' Navy Suits with two pair of bloomers Made of blue serge, guaranteed to be fast color Have perfect fit and will wear well. The coat has neat fitting collar and long lapels. Bloomers are extra wide, and have belt loops and watch pockets Sizes 29 to 35. Priced **$12.00**

Boys Fine Tweed Suits in grey and brown colors. Coats are in the double breasted style with neat fitting collar and long lapels. Only the best of trimmings are used throughout. Pants are in the popular bloomer styles; roomy sizes and have belt loops, all sizes Priced at **$10.00**

Little Boys' Russian Suits in fancy Tweeds and Worsteds. Colors are grey, blue and brown Coats have fancy belt and have embroidered design on sleeve and breast Military and sailor collar style. These are very nobby Suits for the little man Prices range up from. **$5.00**

Men's Shoes

We know that every satisfied customer is a step towards business success, and that is why we have built up such an enviable shoe trade We select our various lines very carefully and demand first class quality We cannot afford to carry anything but the best and you cannot afford to buy anything but the best Therefore we meet on mutual ground We guarantee satisfaction. Here are a few of the many lines we carry.

Men's Balmoral Russian Calf Shoes—These Shoes are made upon a medium wide flat last, with low heel and broad shank; heavy single sole Tan color The style and wearing quality of this shoe leaves nothing to be desired. Very moderately priced at $6.00

Men's Patent Leather Shoes in the popular button style with box kid tops, made on the "Pug" last with perforated vamp, Has outside back stay and 1 1-2 inch military heel. Its fitting and wearing qualities will be a source of continual delight to you Very neat and dressy. Priced at $6.00

Men's Dull Velour Calf Blucher with box kid top, with goodyear welted single soles, made on the Varsity last. Regular heel. You will like this dressy shoe at $5.00

Here is a fine tan calf Shoe with full rounded toes and Goodyear welted soles Button style only An excellent wearing and smart dressy Shoe for..... **$5.00**

This Gunmetal Shoe is made on the same last as above and comes in popular button style A very serviceable and dressy shoe priced at **$5.00**

Stop at the
Men's Hat Section

Even as you pass through there are always some interesting things to see We make a sincere search of the markets for new and different styles in hats and caps and then we wish to draw your attention to the following lines of "Battersby" brand Hats

Men's Battersby Hats in all the new blocks and season's most approved shapes The only hat for comfort and wear Guaranteed for fast color and shape-retaining Finished off with silk band and Russian inner sweat band in soft and hard styles Sizes 6 5-8 to 7 1-2 Priced up from **$3.00**

Men's Caps in all the latest styles, shapes and blocks Come in fancy tweeds serges, worsteds and plain patterns, all silk lined Wide and medium peaks In our range you will find all the best makes sizes 6 5-8 to 7 1-2 Prices up from . **$1.00**

Men's Waterproof Coats Special $12.50

Here is an excellent line of Paramatta Waterproof Coats in Tan and dark Green colors These are made of the finest English All Wool Cashmere waterproof cloth, guaranteed to stand all climates, fast colors Made in the Military Collar style with straight and side pockets. Well sewn and seams are well tapped to insure good wear. All sizes. Special **$12.50**

Men's Fine Waterproof Overcoats in the newest Tweeds in Brown and Grey colors. This coat makes a fine Spring Coat, and is waterproof. Made with close fitting collars, and wide shoulders. Made to wear well and fit well All sizes Special **$17.50**

Some New Spring Shirts

For the Man of Good Taste

These Shirts are made especially for men of good taste and judgment and are in all this season's most up-to-date styles and patterns. A fine range of colors from which to make your selection.

Men's fine Negligee Shirts in plain and fancy stripe goods They come with soft collar and double cuff Also laundered cuffs and neckband, coat style, fast colors and every shirt guaranteed for fit and wear All sizes, priced fro **$1.50**

Men's fine Shirts with collars attached made with and without reversible collar Breast pocket, coat style in plain and fancy stripe patterns, big and roomy make, dandy summer shirts All sizes Prices up from **$1.00**

A good sample of a seasonable men's wear ad.

Join the b

Thirty-Three Va

Handsomely Engraved Silver Loving Cup.

10 Gold and Silver Medals.

Cash Awards.

2nd Annual Contest 1913

OPEN TO WINDOW TRIMMERS, CARD-WRITERS AND ADVERTISERS

Awards to be made at the August Convention, Canadian Window Trimmers' Association.

C. W. T. A. Window Decorating Contest.

Classification of Prizes:

Class 1—Annual Grand Prize.—Silver loving cup, suitably engraved, for the best six displays, original window and unit trim photographs submitted by contestant during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

ORIGINAL WINDOWS.

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

MERCHANDISING WINDOWS.

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

HOLIDAY OR OPENING WINDOWS.

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

MEN'S WEAR WINDOWS.

Class 5—Open to men's wear trimmers of Canada.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

ys this year

luable Prizes

FLORAL DECORATIONS.

Class 6—

1st Prize - - - - - $10
2nd Prize - - - - - $ 5

For best window or interior decoration, artificial flowers being used.

BEST COUNTER OR LEDGE TRIM.

Class 8—

1st Prize - - - - - - $5

For the best arranged overhead or counter trim of merchandise from any department.

BEST GROUPING OR DRAPES.

Class 7—

1st Prize - - - - - $5

For the best display of drapes or ready-to-wear grouping arranged in the department windows or cases.

BEST BACKGROUNDS.

Class 9—

1st Prize - - - - - - $5

For the best background setting used during the year, for anniversary, opening or sale.

TERMS OF CONTEST:

(a) Trimmers are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.
(b) Any number of photographs can be submitted, but one view only is necessary to enter competition in any class.
(c) Photographs must be of this year's work, since August 1st, 1912, and must not have been submitted in any other contest.
(d) All photographs to be forwarded to the secretary by August 1st, 1913. Pictures will be returned to contestants after the Convention, if requested.
(e) Contestants must give detailed description of windows, color scheme and general plan, cost, etc., marked on back with name and address, and whether for Annual Contest. Class number must also be designated.
(f) All windows to be judged under numbers, any identifying marks must be removed.

C. W. T. A. Cardwriting Contest

CLASS 1—FANCY WINDOW CARDS (General).
First Prize—C.W.T.A. Gold Medal.
Second Prize—C.W.T.A. Silver Medal.

CLASS 2—AIRBRUSH CARDS.
First Prize - - - - - - Cash $5.00
Second Prize - - - - - Cash $3.00

CLASS 3—ORIGINAL HOLIDAY CARDS
(Christmas, Easter, Thanksgiving).
First Prize - - - - - - Cash $5.00
Second Prize - - - - - Cash $3.00
Third Prize - - - - - Cash $2.00

CLASS 4—PLAIN SALE CARDS (General).
First Prize - - - - - - Cash $3.00
Second Prize - - - - - Cash $2.00
Third Prize - - - - - - Cash $1.00

CLASS 5—ALL PEN LETTERED CARDS.
First Prize - - - - - - Cash $3.00
Second Prize - - - - - Cash $2.00
Third Prize - - - - - - Cash $1.00

CLASS 6—PEN LETTERED PRICE TICKETS.
(In groups of six)
First Prize - - - - - - Cash $2.00
Second Prize - - - - - Cash $1.00

CLASS 7—AIR BRUSH PRICE TICKETS.
First Prize - - - - - - Cash $2.00
Second Prize - - - - - Cash $1.00

TERMS OF CONTEST:

(a) Cards entered must be first used in merchandise displays.
(b) Not more than two cards to be entered in class 2, and 4. Not more than three cards to be entered in class 3, and not more than six cards in classes 1, 5, 6, and 7.
(c) No air brush cards to be entered in any class except 2 and 7.
(d) No contestant can enter more than three classes.
(e) All cards must be of uniform size. None larger than half and none smaller than 1-16 of regulation sheet 22in.x28in.
(f) No card to be entered in more than one class.
(g) Each card must bear the number of class in which it is to be entered, but not the contestant's name and must be sent not later than August 1st, 1913.

C. W. T. A. Advertising Contest

CLASS 1—GOOD ADVERTISING.

First Prize - - C.W.T.A. Gold Medal Second Prize - C.W.T.A. Silver Medal

Awarded for the best all-round advertising, including general publicity opening and sale announcements.

TERMS OF CONTEST:—

(a) Announcements must have appeared this year.
(b) All copy must be original.
(c) Not more than six examples to be entered in contest. (d) All ads. to be judged on points: 1—Editorial and descriptive text; 2—Layout; 3—Typographical effect; 4—Originality of ideas.

Contestants must be members of the C.W.T.A. and staff employees in Canadian stores.

Contests close August 1st, 1913. The award committee decisions to be final.

All photographs, show cards and advertisements to be available for publication in Dry Goods Review.

Canadian Window Trimmers' Association

143 University Ave. Toronto

ENERGETIC CLERKS

who are willing to work after hours can add substantially to their salary by joining the MacLean Circulation Organization, the largest and most efficient in America.

There are already over 400 circulation salesmen getting subscriptions for MacLean's Magazine, but there is scope for more. If you will take up the work in your district you will find it will pay you well.

Get started now—Don't wait.

WRITE FOR PARTICULARS TO

MacLean Publishing Co., 143-149 University Ave., Toronto, Can.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

Condensed Advertisements

MISCELLANEOUS

ENGLISH FIRM OF MANUFACTURERS OF Hair, Hair Goods, Hair Nets, as used by high-class hair-dressers and stores, desire to arrange a Canadian agency on commission with established sound house who has a good connection in the trade for Toronto, Montreal and district. Arrangements for stock to be kept in Canada would be made. For further particulars, write to Box 97, Dry Goods Review, 88 Fleet Street, London, England.

TURNER'S NATURAL COTTON BOLLS FOR decorations and souvenirs are unexcelled. Write for booklet and reduced prices. Samples postpaid, dozen, 40c.; half dozen, 20c.; 2 for 10c. James H. Turner, The Cotton Boll Man, Carrollton, Georgia, U.S.A.

FRESH, CLEAN, STOCK OF SHOES AND Men's Clothing and Furnishings in growing village of Courtright on St. Clair River. Write J. T. Locke, The Ark, Corunna, Ont., for information.

OPPORTUNITY IS NOW OFFERED TO purchase the stock and goodwill of G. L. MacKay, Limited, ladies' costumers, Regina. Excellent stand, and one of the best equipped stores in the West. Good lease and reasonable rent. Apply to G. L. MacKay, Ltd., 495 Yonge St., Toronto.

ORDERS WANTED

WANTED—ORDERS FOR FINEST HAND made Irish Crochet Laces, Insertions, Picot-edges, Beadings, Motifs, Collars, Yokes, D'Oyles, etc. M. Hughes, Scotch Street Bridge, Armagh, Ireland.

ADVERTISING INDEX

Arlington Co. of Canada, Ltd.	61	Crescent Mfg. Co.	75	Penmans, Ltd.	59
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Clatworthy & Son, Ltd.	73	Kingston Hosiery Co.	77	Wreyford & Co.	79
Canadian Suspender Mfg. Co.	75	Parsons & Parsons Canadian Co.	79		

The Crown Tailoring Agency *is yours for the asking*

There will be one Crown Tailoring Agency in every city and town in Canada. Is there one in yours? We want a live clothing merchant in your town to handle our proposition if we have not already secured one.

We supply our agents with a complete outfit which will enable them to cater to the trade they cannot suit with ready-to-wear clothing.

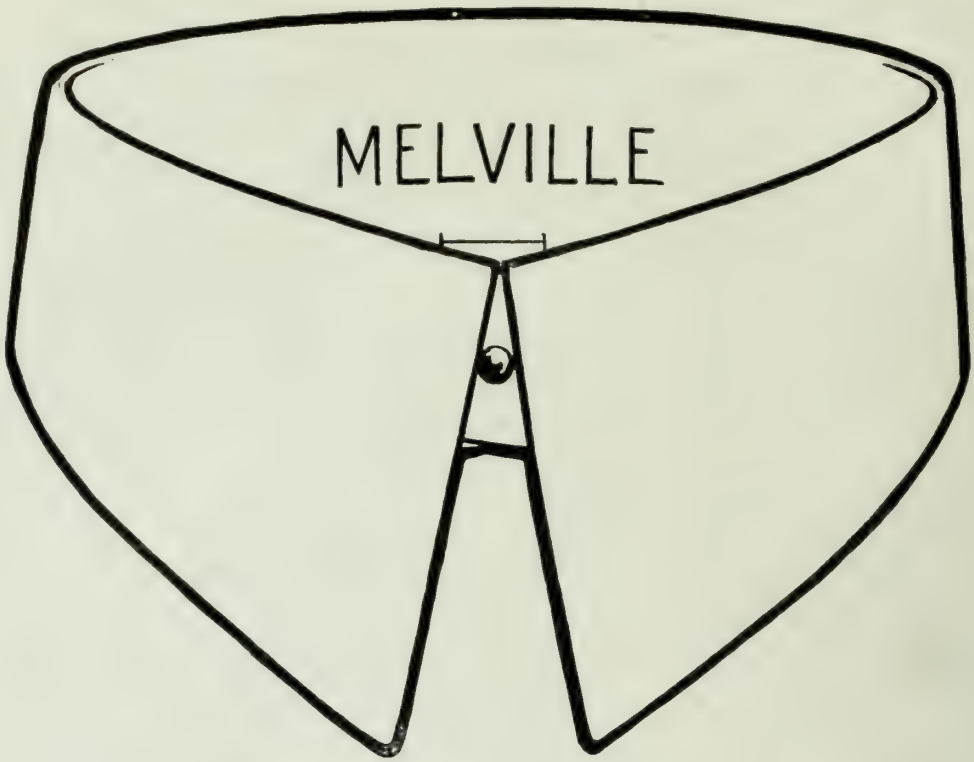
Send to-day *for the* outfit *and* start in *to* get *the* trade *of the* made-to-measure man—NO EXTRA EXPENSE

The above cut is a reproduction of our fine new building which is devoted to the special measure tailoring of Crown garments. **With the Crown Tailoring agency you are under no added expense and can guarantee your customers perfect satisfaction. You can build up a handsome and profitable business in your town.**

Send a postal to-day

The Crown Tailoring Co., Limited

38-40 Adelaide St. West, Toronto



This Is the Newest

Tooke Collar

The MELVILLE promises to be very popular this Spring and Summer. It gives the effect of a rather high collar, yet is exceptionally comfortable on account of the low inside band.

Watch for our new styles in Madras Collars, ready about June 15th.

TOOKE BROS. LIMITED

Manufacturers of Shirts, Collars and Neckwear and Importers of Men's Furnishings.

Toronto Warehouse, 58 Wellington St. W. Winnipeg Warehouse, 91 Albert St.

MEN'S WEAR REVIEW.

JULY : : 1913

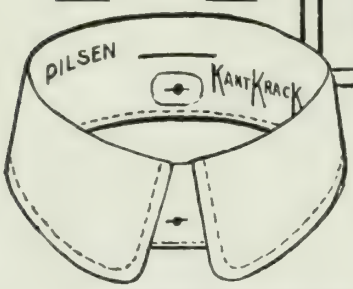
THE MACLEAN PUBLISHING COMPANY LIMITED

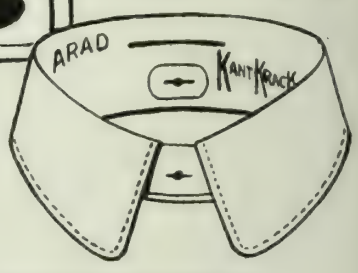
PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO

SUBSCRIPTION PRICE $1.00 A YEAR

KANT KRACK COLLARS

COATED LINEN





Inside Out Again

When a man complains of the laundry-man turning his collar inside-out, sell him a KANT KRACK

the kind that requires no laundering, the kind that wears and is always clean. Few men who know the advantages surrounding KANT KRACK collars will wear ordinary linen.
These are coated linen collars (waterproof) that may be washed off with soap and water; no trouble. Made in all the leading styles for Fall, 1913. **Send for Samples.**

"One grade only, and that the best"

(Made in Canada)

The Parsons and Parsons Canadian Co.

HAMILTON -:- -:- -:- ONTARIO

To Wholesalers and Manufacturers

Just What You're Looking For A Sure Seller

FASCOL PRINTS

THE SHIRTINGS FOR SEASON 1914

Guarantees

Fast Colors
Smart Clothes
British Manufacture
Up-to-date Designs

STOCKS NOW READY

MANUFACTURERS: Geo. Tingey & Co., Ltd., 43 Mosley Street, Manchester, Eng.
CANADIAN REPRESENTATIVE: Dingman & Co., 12 Sheppard Street, Toronto
LONDON OFFICE: 15 Watling Street, E.C.

What Advertising Appropriation?

Advertising has become a very essential part of the retail business. No one doubts now that advertising can be made the direct means of increasing the turnover.

A question often asked is: What ratio should the amount set aside for advertising bear to the total turnover? What percentage should be allowed for this purpose?

For the best practical replies to these questions The Review will pay from $2 to $5 each.

All replies must be in by August 13. Address Editor, Dry Goods Review, 143 University Avenue, Toronto.

The Importance of Good Store Fixtures

No merchant can expect to keep his business up to the mark if he does not have his store modernly equipped — Goods do not sell unless properly displayed—Storing the clothing properly.

DOES THE average merchant of to-day pay enough attention to his store fixtures? Is he keeping up with the few who are always striding ahead and getting away to a lead on the rest of the field? If he is not, he is losing one of his best holds on the purchasing public.

The question which confronts many merchants and causes many to halt is, "Are fixtures worth the money"? To these let us answer by another question, Is any equipment for doing business worth the money? Are salesmen to whom a weekly salary is given worth the money? The fact of the matter is, there are many salesmen who draw a weekly salary and are not as beneficial to a firm as a few good fixtures which cost a great deal less.

The term "store fixtures" may properly be divided into three main classes, viz.: Display, stock-keeping and service, any one of which cannot be given too much consideration by the up-to-date retailer of the present day. They play a most important part in modern merchandizing. Goods to be sold must be shown and when shown it must be done to best advantage. Goods cannot be displayed to best advantage without the necessary equipment.

There is nothing that has a greater depreciating effect on the real value of goods than to be displayed in a haphazard, lifeless way. It is to be regretted that the psychological effect of a neat and effective display is undervalued by many. Goods carelessly displayed beget in the mind of a prospective purchaser the same careless sentiment.

In order that goods may appear at their best, they should be shown in their most natural form. How effective the wax figure is for displaying garments. The imaginative instinct of the public displays itself in many ways, but often plays tricks when the question of how a suit or dress will appear when donned by individuals. How often is a dress sold from the show window with almost the exact trimmings that some master in the art of display has designed and executed in good taste and originality. Little imagination is needed on the part of the purchaser and the sale is made. The public like to be shown and many people are too intellectually lazy to think things for themselves. How often this is demonstrated by, "I want a suit like so and so." The instinct of imitation begins when we are born and ends when we die. We all have it. But why is it? Simply because we are too lazy to tax our dormant imaginations.

How useful are proper display stands in the modern store. How invaluable both for display and the keeping of stock are the large roomy showcases and "silent salesmen." One of the greater difficulties that are met with in stores is to display goods, yet keep them clean and fresh, without subjecting them to every bit of dust that is raised and then rub it in with a brush. Goods subjected to such usage soon deteriorate in value and lose their fresh appearance that is so essential.

The wardrobe holds an equal if not more important place with showcases and "silent salesmen" for the proper care of stock. What an uncomparable difference there is between a coat crushed in the shoulders, creased in many directions across the back, dusty around the edges, and the smooth, neat, clean appearance of a coat fresh from the wardrobe.

Fixtures in mahogany effects and display tables of the same material are very strongly featured in modern stores and produce a very stylish effect which of necessity should be in keeping with the goods sold.

Efficient service cannot be given too great consideration. The buying market offers equal opportunities to all merchants. What one merchant can buy another can, and the market of efficient service equipment is also open to all merchants on an equal basis. Good service is as important a factor as good goods. The public demand it. It is the factor that will hold regular trade and "clinch" the new. The time that every sales person feels like selling and every customer feels like buying is when a "rush" is on, and the system and equipment stand out prominenty as the standard of measurement for what beneficial results will be obtained in the way of satisfied customers and money in the till. Which things are, in short, the goal of successful retailing.

Fixtures are equipment and no one can expect to win in any race unles he is equipped. The athlete who enters a contest will stand a poor chance if he wears his heavy boots and cumbersome clothes. He must first have an equal chance with the rest of the field, so must the merchant who could expect to win in the race for business.

Advertising will bring people to a store but appearances, value and service, will hold them. It is by the combining of all these that trade is "clinched." Good advertising backed up by good appliances for handling the business, will create the permanent trade and successfully handle the transient portion.

Views of a Palatial Store

A view of the interior of one of America's most palatial stores devoted to men's clothing, the Hub, Chicago. This shows one of the floors devoted to men's clothing and gives an idea of the methods adopted of stocking the goods. The store is fitted throughout in most complete manner.

This is another view of the interior of the Hub, Chicago, showing the section devoted to boy's clothing. This picture gives an idea of the wonderfully complete lighting arrangements in this store.

Effective Methods of Stocking Shirts

Toronto merchant sells from sample and has quick system for locating desired patterns and sizes—All information is marked on band of sample shirt—Other methods adopted by aggressive stores—The need for thorough system.

TO THE retail merchant handling men's furnishings, the systematic storing of stock becomes of supreme importance. Below are given three different systems of stocking shirts which have been worked out in three Toronto stores and each found exceedingly successful, considering the various classes of trade.

The first is that of Wilfred Stollery, corner of Bloor and Yonge streets. This system may be described most briefly as the sample system.

Here instead of showing a number of sizes in each shirt, only one size is shown and complete ranges given in every pattern. The size chosen is 15 as this is the size from which greatest sales are made. All samples are kept in drawers, and the store divided into different sections, each of which is given a number to avoid confusion afterwards. Thus the various sections or fixtures are numbered fixture 1, fixture 2, etc., which for sake of brevity is reduced to F1, F2, etc.

In keeping track of location of stock all information is marked right on the collar band of the sample shirt. Thus if a certain shirt is stocked in fixture 5, then F5, is marked on the band. The number of the shirt, stamped by the manufacturer is made use of in hunting up a shirt from stock as this is a more accurate method of locating it than by attempting to remember the exact pattern and color, after the customer has made his choice.

All information regarding sizes now in stock in the various shirt is also given on the collar band. The whole story told on the band reads A345, F5, 14½ to 16½ and in long form means "Shirt A345 is stocked in fixture 5. In this shirt we have sizes 14½ to 16½ now in stock." When lines get broken up, the sizes out of stock may also be marked on the sample shirt, thus preventing any salesclerk from hunting through a host of boxes for a size which is not there. In cases of this kind, the story is then extended to A345, F5, 14½ to 16½, out 15½, 16. Meaning that sizes 15½ and 16 have been completely sold out in this shirt.

In addition to the convenience derived from this system from the standpoint of keeping track of stock, Mr. Stollery finds it to contain many other advantages. Thus in waiting upon a customer, after finding out whether a shirt with soft French cuffs is desired or one with stiff cuffs, the salesclerk can direct the customer to the section where the style of shirt desired is sampled. Here by pulling out two or three drawers, the complete stock in the various ranges may be set before him without the delay caused by hunting through a number of boxes, opening these, and piling up boxes and shirts in an irregular mass on the counter or display stand. Should the size desired be out of stock information to this effect is right on the sample shirt so that without delay the salesclerk can direct the customer to look at some other patterns.

Another advantage is that the customer always receives a clean shirt and not one which has been handled by salesclerks and customers alike. Samples are kept in size 15, the size in greatest demand, so that it sometimes happens that to fill a customer's wants that sample shirt has to be given out. By the time stock is thus reduced the sample shirt naturally has several markings on it but by knocking off the price of laundering there are very few customers who will raise any objections to taking this last one.

But of the whole system probably the greatest advantage derived is the overcoming of the necessity of taking down a number of boxes, throwing out the stock, and replacing unsold goods in their proper places after the customer leaves.

The other two systems are those employed in the King Street and Yonge Street stores of Dunfield and Company, Toronto, Ontario. In the King Street store the trade catered to is quite of a high-class nature. Most customers coming into the store take plenty of time to pick out what they want, and are particular about getting something really good. Here then for appearance sake much counts on the fixtures displayed. For the sake of uniformity the firm has provided special boxes, all of uniform style in which to keep hosiery, shirts, and all boxed goods. Two ranges of shirts are kept in each box. Thus a 15 shirt in two different patterns each in pink, helio, and blue, for example, are stocked in one box. As each shirt is numbered, all reserve stock is kept in the cellar and forward stock filled from that.

The particular advantage of this box system is the neatness in appearance and the benefits derived from labels on the outside of each box telling what the box contains. H. H. Fisher, manager of the King St. store states: "For a high-class trade such as we enjoy here there is nothing better than the special box system, but in a store like our Yonge

(Continued on page 57.)

How Merchants Are Using Parcels Post

Men's wear dealers in the United States are taking advantage of new system to reach outside trade—Several describe the steps they have taken to meet new conditions—Some find parcels post an advantage with outside trade.

SINCE THE announcement was made that a parcels post system was to be inauguarated in Canada, retailers have been taking a great interest in the working of the measure started at the first of the present year in the United States. Men's Wear dealers there are using the parcels post to good advantage in many cases. It will be interesting to quote some opinions from *Men's Wear,* New York, relating to this problem:

Leo. T. Marcoux, of Broas, Galloway & Co., Bay City, Mich., vice-president of the Michigan Retail Clothiers' Association, writes:

"The parcel post being in its infancy, there are many features of this system of Uncle Sam's that are as yet almost unknown to us as retailers, and many of which only time itself can reveal. That the parcel post will be of great benefit to every retailer, is being proven with us in our own business. We have, during the past five weeks, ordered many items to be shipped by post, and the speed and easiness with which they were handled surprised us. But, above all, the saving made, when one compares what we've paid the express company for similar service, is remarkable.

"As an example, I will take a retailer who sells, in his tailoring department, about 150 suits a year, and that his store is 300 miles from the city where these individual packages are shipped. He has been paying an average of 60 cents a package, the entire shipping cost amounting to $90. Under the parcel post plan, he can have this same amount of goods sent to him, as a cost of not over $55, thereby saving $35, or nearly one-half. And, if he wishes to be more sure of their delivery, he can add $15 for insurance, and still save $20 a year. This is just an instance of one part of a men's wear business. I will venture to state that in small shipments of furnishings the saving in a year will be such as to surprise most every retailer.

"My firm is keeping an exact record of what 1913 will prove in featuring parcel post in preference to the express companies, and I think the result will prove interesting."

Walter Caplinger of the Marks & Benson Company, Madison, Ind., writes: "We are conducting a campaign for parcel post business, advertising our mail order department in seven counties tributary to Madison—telling the people that we stand ready to do business with them either by mail or in person. We offer to pay postage on any order of $1 or more, and will refund purchase money if goods are not entirely satisfactory.

"Time has been too short to tell what the effort will result in, but it is undoubtedly a great convenience to the rural people, as they can send orders and have them delivered at their doors the next time the mail carrier passss. Even though the business by mail does not result in anything great, to say the least, it is good advertising, showing to the public that you are alive to the advancements and are anxious to co-operate with anything wihch proves a convenience to the trading public. The merchant who keeps out of the push will realize only too soon that he is not known in the commercial world."

Abe Rosen, of Rosen Bros., Muskegon, Mich., secretary of the Michigan Retail Clothiers' Association, writes: "We have used the parcel post a great deal in getting small shipments from the wholesalers and find it a great saving. The service is just prompt as express and the charges much less. It hasn't been in operation long enough for us to tell how much effect it will have on our business with our out-of-town customers."

The manager of a well-known New York department store, in discussing the new postal service, stated: "At first I was trifle chary about adopting this parcel post way of delivering goods. It looked to me at first as though I was simply going to pay Uncle Sam a good-sized share of our narrow margin of profit. The cost of delivering goods to suburban residents by our own wagons and of delivering to buyers beyond the suburban district, by express, is one of the chief items of expense in a great store like this.

"Well," he added, "I discovered that we were using two horse teams and two men to deliver packages over routes that required two days to make a delivery in order to carry small parcels to our customers. More than 50 per cent of our deliveries in the suburban district were of parcels that are within the parcel post limit of eleven pounds and six feet in length and circumference.

"After I discovered those facts it didn't take me long to see economy and good service in the parcel post. I fully believe we are saving 25 per cent. on the cost of delivery of goods sent by this system. All I want now is to have Uncle Sam adopt the C.O.D.

(Continued on page 56.)

Making Good Use of Space Above Fixtures

Valuable space is found on ledges and above cases for display purposes—The appearance of a store can be greatly improved in this way—Many sales result from ledge displays—In the T. Eaton store.

WHETHER consciously or unconsciously to the customerer entering a store the more attractive that store is, the better it looks, and the more homelike it feels. Therefore, one of the first essentials in arranging goods is to give out the impression that the whole store staff, right from junior man to manager, is alive, and know something about the lines they have to offer.

The accompanying photograph shows the use made in the "annex" of the T. Eaton Company's store, Toronto, of space above wall cases and fixtures for display. Here goods are continually shown, in attractive form, and in a manner suggestive of the season for which they are intended.

Speaking of these displays, A. E. Booth, manager of the furnishings and hats departments stated: "A customer always likes to purchase his furnishings in a store where things look attractive. A good display will not fail to catch his eye. Whether the articles shown suit his tastes from the standpoint of color schemes and styles or not, he is compelled to feel, 'That's nice. Quite probably they have something here which will suit me exactly,' or even, 'That's great. It should look as well on me as it does there, and if it's going to look anything like that on me I'll certainly buy it.'

"Just how many goods we sell from these displays above our wall fixtures is difficult to calculate. Certainly they give the store a finished effect, and make a very marked improvement over the appearance presented by the same space filled up with stock. That in itself is worth much.

"The ideal way, of course, would be to have that space cased off, and lighted so as to show up clearly all goods in the cases. This, while showing goods to better advantage, would also prevent furnishings on display from becoming shop worn and depreciating in value."

In the Eaton store these displays are changed every week. Much the same furnishings, or rather a set of furnishings, are used from week to week. Upon becoming soiled, goods such as shirts, collars, etc., are sent to a laundry, after which they are again quite suitable for display purposes. At the end of the season these are sold out as shop-worn goods at reduced prices, so that at least something may be realized on them, whether it count for profit or not.

Dealing with the question of display A. E. Apted, display manager in Eaton's, states: "The whole idea is to present everything in most perfect lifelike form. The value of displaying a neck-scarf depends greatly on how that scarf is tied. If in the display it shows up well, an intending purchaser looks at it from the standpoint of "That should look just as attractive on me. I'd better have it', never considering whether he can make as neat a knot but taking that part for granted.

"It's the same principle as applies to displaying furniture. If we want to sell a man a $1,000 parlor set, we don't take him amongst our stock, but before the hour arranged for him to come down we take that set, arrange it in a suitably decorated room so that we will be in a position to say to him 'Here's exactly what you want and just as it will look in your home.'

"Power of display," continued Mr. Apted, "consists not so much in arrangement of goods in a window, though that must not be overlooked, as in making everything shown approach as near to perfection as possible.

"Another strong feature is to make everything appear seasonable. Those canes, tennis racquets, club bags, etc., add greatly not only to giving a finished effect, but also to following out the idea of summer furnishings. The same applies to those little bamboo fixtures, which are simply parts of a bamboo fishing rod. They, too, lend themselves to adding to the general effect. Flowers for all seasons are attractive, and may be used to advantage with almost any display."

When judiciously used, the space above wall fixtures may make or marr the whole general appearance of a store. A space for stock is by no means the only use to which it can be put.

How Merchants Are Using Parcel Post

(Continued from page 55.)

system of collections by carriers as they do in Germany. We are going to run a big series of advertisements announcing our scheme of the parcel post delivery, either on orders in person or by mail."

Department stores and other concerns will be aided by an order defining what class of printed matter may be inclosed with articles sent by the parcel post. Many persons, in returning articles, have compelled department stores to pay in the aggregate a large amount of money in postage because the

An interior view of the men's wear annex of the T. Eaton Co., Toronto. This photograph gives an idea of the artistic ledge decorations employed. Note also the showcase decorations. The store is one long succession of tasteful unit displays.

senders have written on the cover, thus making the matter first-class. An order just published provides:

"It is permissible to inclose with matter of the fourth class an invoice showing, in writing or printing, the name and address of the sender and of the addressee; the names and quantities of articles inclosed, together with inscriptions indicating, for purposes of description, the price, style, stock number, size and quality of the articles; the order or file number, date of order, and date and manner of shipment; the initials or name of the salesman, or of the person by whom the articles were packed or checked. When it is desired to send merchandise as first-class matter under ordinary posage stamps, the package should be sealed or otherwise closed against inspection to avoid any confusion in the mails as to their proper classification."

Effective Methods of Stocking Shirts

(Continued from page 54.)

St. store where there is a big rush demand, such a system would be an absolute hindrance.

"In our Yonge St. store we have large cases, somewhat after the wardrobe style, with glass door fronts hung on weights. Here all shirts are kept in pigeon holes, 14's right up in one vertical section from top to bottom, 14½'s in the next, 15's in the next, and so on. This allows of carrying a heavy stock right on display, and is especially beneficial for stores having a heavy turnover. There the idea is to wait on as many customers as possible in the least possible time.

With this case system, when you show one size you show all sizes, and to show any particular line all that is necessary is to pull down all the shirts out of that pigeon hole.

"The greatest disadvantage is that with continual demand, stock is all exposed whether drawn from or not, and thus rapidly becomes dusty and shop worn. Such a system is only for the man with the big turnover, and not for the small or high-class store."

To Move to New Quarters

The firm of Chapples, Limited, dry goods merchants of Fort William, have leased the entire ground floor of the new grain exchange building now in course of construction at the corner of Victoria and Syndicate streets, and will occupy their new quarters as soon as finished. The new block will provide the finest business location in the city and will acord five times as much space to Chapples as the quarters they occupy at present. In preparation for the moving they are announcing a big sale this week.

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

Time For Stock Clearance

THE TIME has come when the men's wear dealer must take steps to clear out his summer stock. Although all summer lines will continue to sell in more or less large bulk for the next month, the bulk of the business has been done. For instance, few men, comparatively speaking, will buy straw hats from now on. They have made their purchases and are likely to "get along" with what they have for the balance of the season. Shirts, collars and wash ties will continue to sell but the best of the trade in these lines has been done and any men's furnisher who faces the end of July with a heavy stock of such goods on his hands had better bestir himself if he desires to avoid a loss.

It is never advisable to carry over stock from season to season. Although masculine styles do not change, with the kladeiscopic rapidity of women's they never stand still very long. New ideas in habberdashery are quite as certain as in feminine clothes and what sells well this season may not do at all the following year. Thus, if a dealer finds a heavy demand for long pointed collars one year he cannot afford to carry any stock over because the following year may find some other novelty shape in collars usurping the market.

Quite a number of the best men's furnishers are already engaged in a wholesale effort to clear out summer stocks. It takes a certain amount of courage to clean out stocks but it pays in the long run.

Clearing Out Hats

ONE TORONTO men's wear dealer is now offering all the straw hats that he carries in stock at the fixed price of $1.15, while all panama hats are being sold at $4.15. This is somewhat of a heroic measure to adopt so early in the season but it is bringing a heavy demand and, as all grades are offered in together, the price averages up satisfactorily. The result will be that this dealer will start the fall with a clean hat stock.

Using Current Events

THE MERCHANTS of Hamilton, Ont., are realizing the value of taking advantage of current and popular events and making them business getters. The city of Hamilton is taking great pains to celebrate the hundredth anniversary of its first appearance on the face of the globe (although it was far from being a city at that date).

The event is a mammoth one and will flood the city with old residents who have not forgotten the place of their birth and will see great changes in their old home town.

The celebration dates have been set for August 11 to 16, and the retailers are quietly preparing for the event and, before the time arrives, will show that they have not been napping.

The value of taking advantage of current events cannot be too strongly emphasized, and there are many retailers and advertisers who do not realize the great source for business and publicity that such occasions offer.

Current events always lay open a broad pathway to the minds of the public, and the most successful publicity men grasp this fact as a drowning man will seize a plank. They clearly see through that side of human nature which we call interest. They know that, to drive home an argument, the attention of the object must first be gained, and the publicity man sees that this has already been done and it only remains for him to obey the natural law which is to follow the line of least resistance and his point is gained.

The value of being a "live wire" is very great. It is the live wire that causes our greatest conflagrations, and makes the effect of its work known throughout large areas. The live wire publicity man causes conflagrations that have wonderfully telling results. In many ways current events afford an inexpensive and very effective form of publicity. The fact that reports of current happenings are constantly appearing in the press, both paves the way and

backs up what is seen in a window or read in an advertisement.

The principle which prompts the display men in the large cities to take advantage of such events as "horse shows," "race meets," "automobile shows," etc., may well be imitated by those in smaller places as well as given more consideration in the larger centres.

Hat Styles In London

RETAIL hatters in London are advertising hats with three-inch crowns and two-inch brims. Nevertheless quite a few of the leading houses are selling straw hats with a wider brim, two and one-quarter inches being the narrowest width stocked by some of the best stores. The ribbon is invariably black except where club colors are worn.

Outing Wear For Men

IN LONDON the white socks habit for outing wear has "caught on" this summer. Belts are being sold on a wider pattern than for some time. The most favor is accorded to belts about two inches wide with covered buckle of the same color.

Melita, Man.—W. H. Grant and Co. are running a piano contest, which started on July 2.

Canada's Foreign Trade

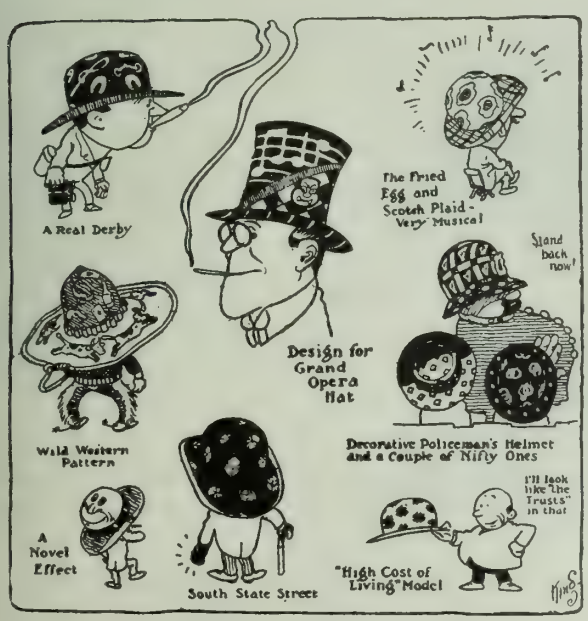
OUR NEIGHBORS in the States measure their foreign trade by exceedingly bulky figures, exceedingly bulky as compared with those which represent the foreign trade of Canada. When, however, the per capita trade is ascertained the comparison is very encouraging to Canada. Dealing with the external trade of our neighbors, Bradstreets in a recent issue states:

"The foreign trade of the United States aggregates $4,250,000,000 for the fiscal year ending June 30, 1913. While this is an encouraging record compared with Canada's, it seems we have no cause for envy on this side of the line. Canada's foreign trade for the last fiscal year 1912, totalled over $1,000,000,000. That is United States' foreign trade is to Canada's as 4½ to 1.

"Since her population is, however, to Canada's as 11 is to 1, we have a start of them per capita of about $3 to $1. Our trade per head is about $11, whereas that of United States is only $4.25. The progress of the foreign trade of the United States, however, has, like Canada's, been a steady upward sweep."

Work has been started on the additional story to be added to I. L. Matthews dry goods store in Port Arthur. The new floor will make it a three-story building and will add greatly to the space in the store. The estimated cost is $18,000.

MEN' APPAREL AS SEEN BY THE CARTOONISTS


A Real Derby
The Fried Egg and Scotch Plaid - Very Musical
Stand back now!
Design for Grand Opera Hat
Wild Western Pattern
Decorative Policeman's Helmet and a Couple of Nifty Ones
I'll look like the Trusts" in that
A Novel Effect
South State Street
"High Cost of Living" Model

The parti-colored hat in its various ramifications, as seen by the Chicago Daily Tribune.

The bow has been moved from the side, so the following locations are suggested.

Early showings of hats for Spring, 1914. Shown by courtesy of Jas. Strachan, Toronto, representing E. Guillet & Sons, Ltd. Straw hat shown by courtesy of Wm. Wyndham, Toronto, representing G. F. Glassco & Co.

Style Indications Noted in Spring Hats

Manufacturers are busy arousing interest—A fairly definite idea is now had as to what next season will bring forth—Changes likely to be made in trimmings—Innovations being introduced.

ALREADY HAT manufacturers have begun to get busy in order to arouse interest amongst the wholesale trade with regard to next spring's showings. While there is still plenty of time for a change in styles, it is considered that a fairly definite idea is now had as to what is to be most popular, and with this idea buying has begun.

Though strong for Fall, the heavily rolled brims would appear short lived. They will not die rapidly, however, but will see some semblance to their form in the hats for the following spring. In brief, rolled brims will again be good, but will not be followed out to such an extreme.

In crowns the tendency appears towards the tapered rather than the full, yet tapering is not marked to any great degree. With this crown a slight drooping effect is presented in back and front, thus lending harmony throughout. One stiff hat, typical of what is to be good for Spring, measures 5 inch x 2 inch. back x 1 1-4 inch side. When compared with hats typical of this Fall's showings and measuring 4 3-4 inch. x 2 inch. or 2 1-8 or even 5 inch. x 2 inch. to 2 1-2 inch., there would appear to be not so much change in height of crown as in width of brim. The main difference, however, comes in the tendency to get back to quieter forms of rolled brims.

Regarding trimmings, bands are to be considerably narrower. Seventeen lines or less is likely to be a popular width. This shows a marked reduction from 24 to 27 lines, now being shown.

Still there is a strong tendency towards novelties in trimmings. Bows are again shown on the quarter as for Fall but the tendency is to get away from effects produced by bows at the back. Novelties of all kinds are being worked out in bows, some with buckles, some with buttons in diagonal arrangement, some slide bows and some plain staple effects, but the tendency is strong to keep away from these latter.

When compared as a whole with the showings for Fall the tendency seem to be to produce a hat smaller in appearance, through absence of heavily rolled brim and full crown, but otherwise with only slight changes.

Newest blocks from New York for soft hats show very little change in most lines. Probably the most striking novelty is a small hat for young men as is

Some samples of straw hats which indicate the trend for next season. Note the high crown in each case.

herewith illustrated. In some of the larger cities the up-to-date retailers have already had some of these for Spring, but further than that they have not yet penetrated. One striking feature is the snap brim with welt rim, the former made on purpose for turning into various shapes, either down all round, up all round, or down in the front and up in the back. To allow of wearing with brim turned down all round quite a drooping effect is given both in front and back

This hat has a twenty-four line band with a fancy bow on the back and is finished with a fancy cord,

Two styles which indicate the trend in caps and hats. The lower is very extreme, however.

the color of the band, for decorative rather than practical purposes.

As to colors, green has now come to be regarded as a staple and is likely to be quite popular for still another Spring. Beaver, too, is strong in New York, but so far the Canadian trade has not bought heavily of this line. Smooth rather than rough effects are likely to be most popular.

In sailor hats quite a marked change is to be brought into effect generally next Summer. Already some hats with high crown and narrow brim have been worn, but only by a few more fashionable dressers. These, however, are likely to be quite commonly worn during next season. Popular measurements are 3 inches x 2 1-4 inches and 3 1-8 inches x 2 1-4 inches or 2 inches. The tendency, too, is to get to a narrower band measuring about 20 to 24 lines, which will tend to magnify the height of the crown.

Speaking of this hat, one local hatter states, "The crown is much more sensible than that worn this Summer, as practically anybody can wear it, but as a protector from the sun's rays the brim is less sensible."

Sennit straw is again likely to have the biggest run, but a number of splits will be found as well.

Regarding trimmings, even greater novelties than ever are shown. Fancy bows of all kinds, made up with buttons ,or buckles for trimmings are displayed. The whole tendency seems to be to get away from the staple stuff, and add variety by a difference in trimming in something either plain or fancy.

Large Crowds at Sale

Montreal, Que.—Women have generally been credited with being the champion bargain-hunters, but to use a slang phrase, they had nothing on the men of Montreal when the Hannan Stores, of Montreal, announced a half-price sale of men's furnishings recently. The sale was announced in one of the evening papers, in full page space, and the following morning at 9 o'clock, when the stores opened, the sidewalk was blocked with a struggling mass of male bargain-hunters. It was estimated that during the first day of the sale over 8,000 men visited the store, while many others unsuccessfully tried to gain admission.

The rush at the stores was so great that the doors were only opened at intervals to allow the customers to come in or depart with their purchases. At the noon hour the store was closed from 12 to 2.30 p.m. to allow the clerks to get their meals and to rearrange the disordered stock. During the days following the rush continued as great as on the opening day and the management announced that the sale would be carried on until the stock was all disposed of.

This sale is the preface to a reorganization of the Hannan Stores. M. S. Burrows, who has conducted a men's furnishing store in Duluth for many years, has become vice-president and general manager of the business. J. J. Hannan, who founded the business in 1872, will continue as president of the company, but will take little active interest in the conduct of the business. There are two Hannan stores at present, one on St. James Street and the other on Peel Street. It is quite likely that a third store will be opened shortly on St. Catherine Street.

Textile Industry

London, July 7.—The June statement of the Board of Trade shows increases of $38,274,500 in imports and $39,321,000 in exports. The imports of food stuffs and raw material each increased $15,000,000 while the principal gain in exports was in manufactured goods including $7,500,000 in cotton textiles.

Future of Washable Neckwear Assured

Washable scarfs have met with great favor — They present an attractive appearance, and the colors are fast— Borders made up of bars of three different shades are being featured for the Fall trade with considerable success.

THE FUTURE of washable summer neckwear would now seem fully assured. During the present season sales have been remarkably heavy, and judging both from the orders which are still coming in, and the general favor with which these scarfs have been met during the past two seasons, there is every reason to believe that next season will see even keener inquiry than ever.

Several reasons for this are at once apparant. Colors which are attractive in themselves, and lend themselves to simple designs are now being made quite fast, so that the wash tie becomes not a thing to be worn once and discarded, but something which continues to look equally well after being laundered as before.

For appearance during the summer months nothing can come up to the washable silk neckscarf. These while possessing the appearance of quality, have also combined with them a lightness and coolness which at once produce an effect quite desirable in the summer costume. Then there is the scarf made from mercerized cotton cloths, which have a silky appearance, and at the same time have all the advantages of being made out of a stronger, more durable cloth, as well as being less expensive.

During the past few years also, but particularly during the past season, there has been a strong tendency amongst clothing manufacturers to introduce lighter suitings, which will not only possess a neat stylish appearance but will also form a cool, light weight, and comfortable summer costume. Linen effects of all kinds, lustres, and even silks are now becoming quite strong, and manufacturers predict that before many more seasons these will be the rule rather than the exception, as at present. In the South, silk is becoming quite common, and having been given a trial which has proved it quite a success is likely to grow in favor here.

Following up the introduction of these suitings, there is a stronger call than ever for all lines of washable neck scarfs. To be in harmony with the lightness and coolness effected by such suitings, a lighter, cooler, more summery scarf is required, and to fill this requisition, the wash scarf is in keenest demand. Great developments have been made in this line of neckwear during recent years, and so confident are manufacturers of its future success that they claim that as yet developments have only begun. In colored neckwear for fall the striking feature of some lines now being introduced is a decidedly gay, full border made up of bars of three different shades of the same color, together with two bars of contrasting colors. Thus one shown having a dark background of red and black, has a border beginning with a deep red, working into a cerise, then a band of gold followed by a wider one of blue. Similar schemes are also worked out in purple, mauve and other colorings, the gold and blue bands holding throughout.

Another line is shown with herring bone stripes.

A sample of the flowered patterns which are becoming popular in men's neckwear. Reproduced from Men's Wear Review.

But of all, floral effects are likely to be most popular and will be worked out in fairly large designs and larger scarfs.

To such an extent have plain ties now become a staple line that all furnishing stores will almost of necessity have to carry a good range. Colorings in these run much the same as during past seasons, the only change being a variation in the size of the scarf.

Advances Expected in Men's Suitings

The shortness of Australian wool has shoved prices up—Stiff advances within the next six months are predicted—Worsteds are coming to the front—A good demand for trouserings evidenced.

THAT PRICES on men's suitings during the next six months or more are likely to be high is now a fact commonly recognized by all manufacturers, agents, and buyers. Two reasons are given for this: first, the shortness of the wool crop in Australia which is now making itself felt by causing every wool sale in London to show an advance, and second the abnormal and unlooked-for heavy demand for woollen goods in every form but probably more particularly in sweaters and suitings.

Dealing with this abnormal demand, one Toronto wholesale woollen house recently stated to The Review: "Prices are now high, and merchants can expect that when they come to buy spring goods, they will have to pay a considerable advance as most wholesalers have been holding down in spite of the fact that they have been paying an advance all the way up to 6d. per yard. Averaging up one contract on blacks and blues with another has kept prices down, but on account of the abnormal sale of these goods, big contracts which were intended to average up have been used up, and many of the houses to-day are actually using contracts made for next spring to fill orders. Consequently the advance may be a little more serious and sudden than if business of that class of stuff had not come so strong."

At present there is no outlook for lower prices for at least the next six months, although some people think that the zenith has been reached and it is only a matter of time until an easier feeling begins to make itself felt.

As to materials themselves there appears to be quite a common feeling that tweeds have reached their height and that as a natural result worsteds will come to the front. While some houses have again bought heavily in tweeds still they have a feeling that worsteds will be the stronger feature. For summer fabrics, where light weight and durability are two necessary factors, greater satisfaction can be obtained in worsteds than in tweeds. Hence there is a tendency in next spring's showings to swing to worsteds for that reason.

With a view to being different from the common herd, the fashionable dresser is quite likely to wear a tweed, but so far as popularity goes, worsteds will be much in advance.

For next summer there is a tremendous showing of greys in milled finished cloths, a showing greater than for a number of years.. Effects are all small and greatly favor fine stripes and small neat checks. Tendency is so strongly in this direction that the plainer stuff can be had, the better. This in itself is a great advantage to the average merchant as it removes the necessity of carrying a wide range, two or three covering the whole ground.

Greys and blacks and whites with a large showing of patterns such as shepherds' and gunclubs' checks in a variety of colorings after the greyish order will be most popular. In many cases a little color is sprinkled in, giving a very effective appearance.

There is a tendency to get back in some cases to Glen Urquhart checks. Up to the present time these have never been big sellers as they are suitable only for certain builds of men, but it is now quite apparent that a strong effort will be made to bring out a few patterns after this class.

The great volume of business being done to-day by manufacturers is on plain goods in blacks, blues, and greys, and appears steadily to be getting greater. For next season so far as can now be judged the outlook is that these will be more in demand than ever. This fact in itself is one of the main features tending to higher prices, as has been already referred to.

The buyer of one of the Toronto wholesale houses who has just returned from London, states: "Contrary to all expectations, in England browns are being shown very extensively for next spring and have been taken up very freely by London concerns." This is quite contrary to what was expected and predicted by Canadian manufacturers, who believed browns to be completely dead for spring 1914, and who still are featuring most strongly greys, blacks and whites, blues, and blacks.

Following in the natural course of the black and blue trade, there is every prospect of a general revival of the trouserings trade. Most houses are already showing larger ranges of trouserings than have been shown for some time claiming that prospects for this class of business are extremely good. This, of course, is only natural considering the tremendous run for plain effects in blues and blacks.

The Show Card is the Salt of the Window

Have merchants the right idea about the use of suitable showcards as an auxiliary to modern window display and store advertising—The printed vs. the hand-lettered card — The advantages of the latter variety demonstrated.

Written for The Review by J. C. Edwards.

MOST PEOPLE eat. Some eat for the sake of eating, some eat to live. If they don't eat they're not people, they're corpses. It matters not who you are or what you eat you need a certain amount of salt in your daily diet—you require it to tone up your system. So it is with the showcard and the window. A judicious amount of showcard is necessary to the tone of a store display, no matter how high class, no matter how cheap.

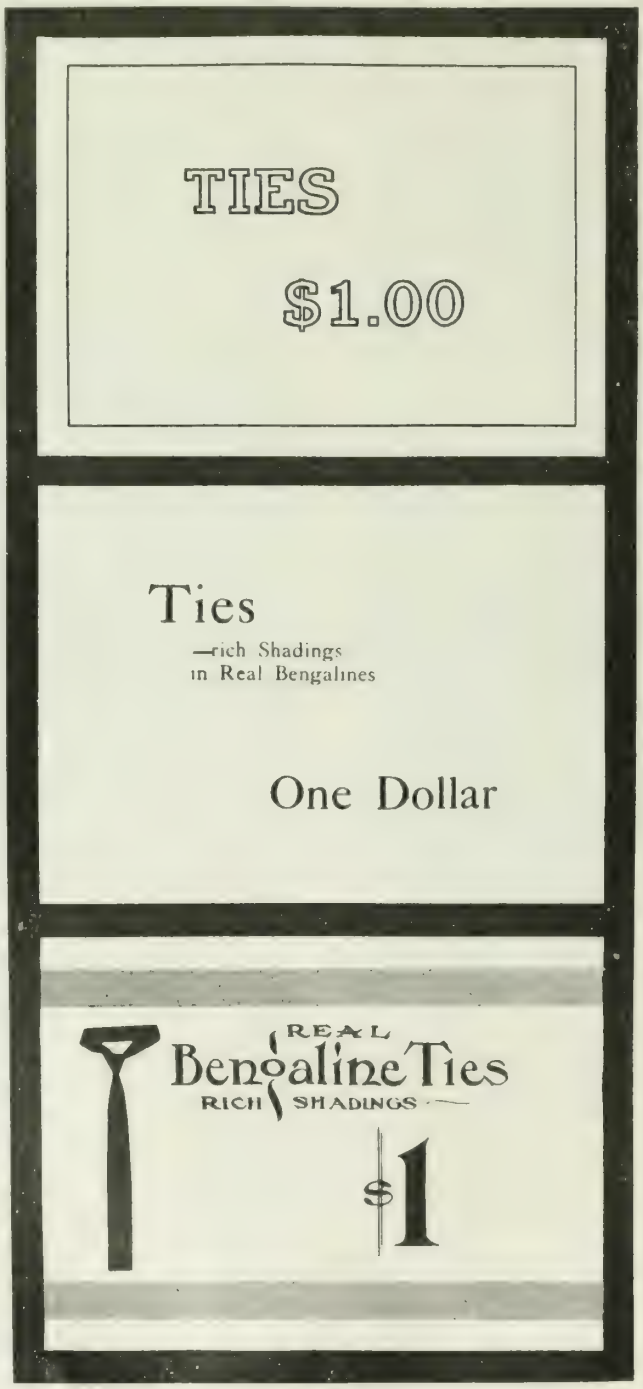
It is not a question of whether a store should use showcards, but a question of what style of cards should be used. It is a matter of considerable importance to every business, whether in the infantile or the adult stage and should be thoroughly settled before any definite policy is arrived at.

HIGH CLASS MEN'S STORES AND THE CARDS.

The writer was recently plunged into an argument by a department manager of one of Toronto's leading men's stores, making the statement that high class stores were gradually banishing the window card and would ultimately discontinue its use entirely. Now this statement was not manufactured out of whole cloth, but was inspired by the stand a very limited number of high class men's wear stores had taken in one or two of the larger American cities.

It was not a matter of whether the card was of value to them, but simply a case of being different. Some people would eat better without salt in it just to be odd. The fact remains just the same that the show card is not dying out, but is growing in popularity every day.

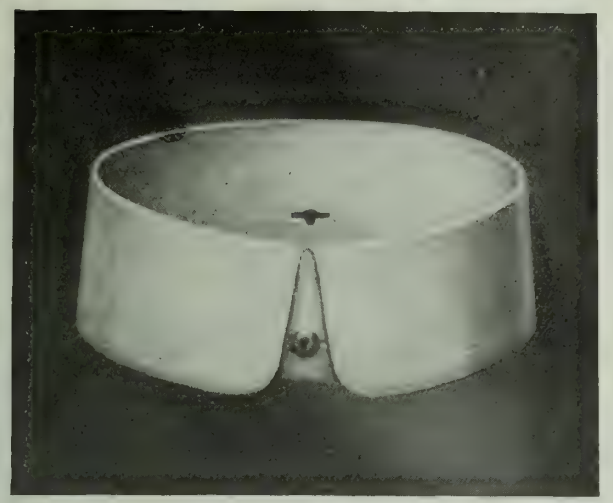
Stores that never used cards before are advertising for young men who can handle the brush nicely. Stores that employed a salesman who could make their cards in his spare-time are now employing men who do nothing else. The card is just one spoke of the big wheel of publicity. The wheel can get along without it and not break down, but it certainly is the stronger for having this spoke.



Three samples of cards which are dealt with in the accompanying article.

THE STORE WITHOUT WINDOWS.

Ask the merchant or manager if, for the sake of exclusiveness, he would abandon the use of his window displays and trust to Providence to turn customers into his store. Yet it is a well known fact that there are stores in Berlin, Germany, that are so exclusive and high class that their store fronts are absolutely devoid of any semblance of a window display. They even go so far as to keep their goods securely hid in cases without glass



CHALLENGE COLLARS

Linen Collars minus the laundry bills

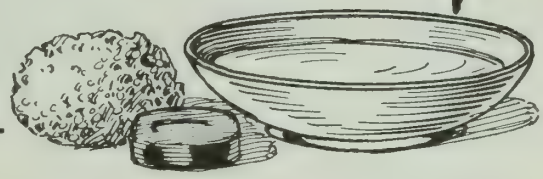
Challenge collars are quickly replacing the ordinary, unserviceable linen or celluloid collar. Made of real linen and coated with a fine waterproof preparation that can be readily cleaned with water and soap, Challenge collars are in reality linen collars with the laundry bills cut out. There is satisfaction for the wearer of Challenge collars—satisfaction in appearance, comfort and wear. Made in six grades, each superior to any other make at the same or higher prices.

A sample order will convince you.

The Arlington Company of Canada, Limited

54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



"KING EDWARD" SUSPENDERS

Retail 50 C. Price

Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.

BERLIN :: ONTARIO

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

fronts and the would-be customer sees nothing, but beautiful fittings and well groomed salespeople when he or she unwittingly breaks into this domicile of exclusiveness. The chances are everything is hermetically sealed in glass retainers and warranted antiseptic (imagine buying sox done up in sealed glass jars).

Certainly some cranks would appreciate such exclusiveness, but their business is so small that the merchant who would cater entirely to them in the average Canadian or American town or city would find the sheriff at his door before long.

THE CARD REFLECTS THE STORE'S TONE.

Who would think of seeing a small dainty plain lettered ticket in a noted "bargain shop"? Who would expect to find a glaring red lettered air brush shaded, full-sheet card in a high class furnishing store or in a window of evening gowns? Such combinations would show a mental deficiency deplorable to the last degree in the person who was responsible for the offense. Cards should be used in each and every case that befit the display, that reflect the tone of the store, and that create a good impression rather than give offense. If such cannot be obtained (and that is a circumstance very unlikely to arise), then the writer would say by all means don't use cards, for more harm than good will be done.

Don't offend the good taste of the man or woman who looks on you as an authority on the correct things to wear—and more than that don't treat them in the "cat, rat, hat" manner by labelling your goods—"This is a tie."

SHOWCARD NOT A LABEL.

Where is the man with the average amount of grey matter, who does not know a tie from a shirt? Being a wearer, more or less, of both, the normal man is quite able to distinguish one from the other without having a label placed on each stating what they are. The top card of the three here illustrated is a notable example of the label sort. It tells nothing of interest to the observer except that the articles shown are dollar ties. There is absolutely no reason given why any man should part with his hard earned "greenback" so that he might possess one of these ties. If the author of the card had even said that the ties were Real Bengaline or some other sort there would be sufficient reason for the price—ties may sell at 25c, but Real Bengaline ties are known to be much more valuable than the ordinary silk cravat.

THE SHOWCARD MUST TELL A STORY.

What story does card number one tell? Nothing but the price and to a great many, value is not apparent unless, they are told the quality which warrants the price attached. Card No. 2, or the middle one of the three tells quite a story in a very few words.—*"Ties.—Rich shadings in Real Bengalines"* gives the prospective buyer a very clear description of the quality of the ties and draws attention to the richness of the shadings. It is more than a label it is an advertisement condensed, but concise.

Human nature is a funny thing and if you make a close study of human tendencies you will find that a man, or woman too, if they know ever so little about the article they are looking at, will be sure to let you know of this knowledge. It is a case of not wanting to appear ignorant and it is this fact that makes the use of a showcard that gives information highly commendable. If you're behind the counter just watch this demonstrated, next time you have a card in the window giving the name of something that is an attraction and see if you don't have people asking for the goods by the name. This has been tried and always proven a fact beyond a doubt.

SAVING THE SALESMAN TROUBLE.

There is more than one side to this feature of the good showcard. If a customer comes in and asks for a tie, what chance has a salesman to know the sort of tie desired. The only way he can do is to size up his customer as best he can, which is often very far out. If, however, his customer asks for a Real Bengaline tie he knows in a moment that he is prepared to buy something fairly good and does not show 50c lines when he sees a possible sale of a dollar tie. This saves time and trouble for the salesman, economizes the customer's time and creates general satisfaction throughout the whole transaction. Does that not sound logical? It is the truth.

THE PRINTED CARD.

Go to your printer and get a price from him on one card printed in black only and see what he will charge. A card such as the middle one shown here would cost at least 75c and even at that the printer cannot make much, for the time required in setting it up and putting the form on the press would run away with his profit. Were it possible to run a hundred or so all the same then the price would be very little per card, but no store requires more than one of any one window card.

Printed cards at their best look printed and always remind one of quantity not quality, therefore have the appearance of cheapness about them that prevents their use in the better stores, even disregarding the price. However if the hand lettered card is not procurable, a printed card such as No. 2 (the centre) gives a very neat appearance and stands out well in a window. The white space brings the inscription out much more prominently than if the lettering covered the card. Note the difference between the two upper samples of printed cards. The top inscription while much larger is not nearly so readable, bearing in capitals of an outline type. Lower case letters are always easier to read than all capitals.

(Continued on page 75.)

Allen's
Real Bengaline
—*a nifty tie for smart dressers*

Talk about fads and fancies, talk about knitted effects—they're all alright, but when it comes down to catering to a man's real taste, then it's **Bengaline for the smart dresser.**

The Allen Bengaline ties are in a class infinitely superior to the usual lines being offered. They are worth your while investigating now.

Drop a card to-day for samples.

Van Allen Co., Limited
Hamilton, Ontario

THE KADY SUSPENDER

Permits free movement of the body and shoulders. No binding, no strain anywhere, no stretching of fabric, no wear and tear on buttons.

These are the SELLING POINTS of the Kady. All that men of action demand. It's the suspender they come back for. Push it.

The **Double Crown Roller** is the Kady's great feature. A patented device so simple and perfect that duplication is impossible. Imitation has been attempted. The straps slide over the rollers obedient to every movement of the shoulders.

Attractive signs and store cards free. Write for literature.

DOMINION SUSPENDER CO. **NIAGARA FALLS, CANADA**

A boy's a boy
no matter what

Who would have a boy anything else than a romping, rollicking boyish boy? You know the parental tendency, Mr. Merchant, is to buy boy-proof clothing instead of attempting to curb the boyish spirit, and you know that if you supply such clothing you have the parents' trade assured. So why not handle

Lion Brand Bloomers

These are the strongest, nattiest boys' pants made to-day. Our values are right, too. Send to-day for our range of Fall samples.

"The Jackson Bloomer"

The Jackson Mfg. Company
CLINTON, ONT.

Factories at:— Clinton, Goderich, Exeter, Zurich

Making the Store Windows Pay a Profit

An interesting review of the conditions which govern the use of store windows —Something about the size and construction of windows — How they should be lighted to show goods well.

THE FOLLOWING interesting atricle on "making the window pay" is reprinted from *Men's Wear*, New York:

It is the attractive window display that pays best.

The unattractive window pays some dividends. Any kind of a window display that shows goods or that lets the people look at them helps some. But to get along with shiftless windows is like getting along with any kind of shiftless methods or equipment, a poor proposition at best. The first thing to be considered is the window itself, its construction, its position, its size.

The window should reach low enough so that it is easy to see into it. The floor ought not to be higher, if possible, than some 18 or 20 inches above the pavement outside. It should preferably be all one pane, at least up to the height of the displays used. If the store is on a corner, the corner ought to be given up to window space, so that the displays may be seen by people travelling either street. A window in the corner will prove more profitable than a corner door.

If the front is so narrow that to have two windows with a door between makes the windows too small for successful use, it will pay to change the door to one side and make one good-sized window. It is a mistake to think that as the windows or the front construction happens to be, so it must remain.

If there must be a post in the window anywhere, it should, of course, be the smallest iron post that will do the work, rather than a more or less cumbersome timber affair.

If it is necessary to have the window down to the level of the store floor to make it of the right height outside, it will usually pay to sacrifice two or three inches to have the floor above the store floor enough so that dirt on the floor will not as easily get into the window.

There should be no slope to a window floor. Many windows are built with a slope, and sometimes there is a reason for it. Oftener it is a handicap to the trimmer. If a slanting floor is wanted temporarily, one may easily be constructed for the occasion.

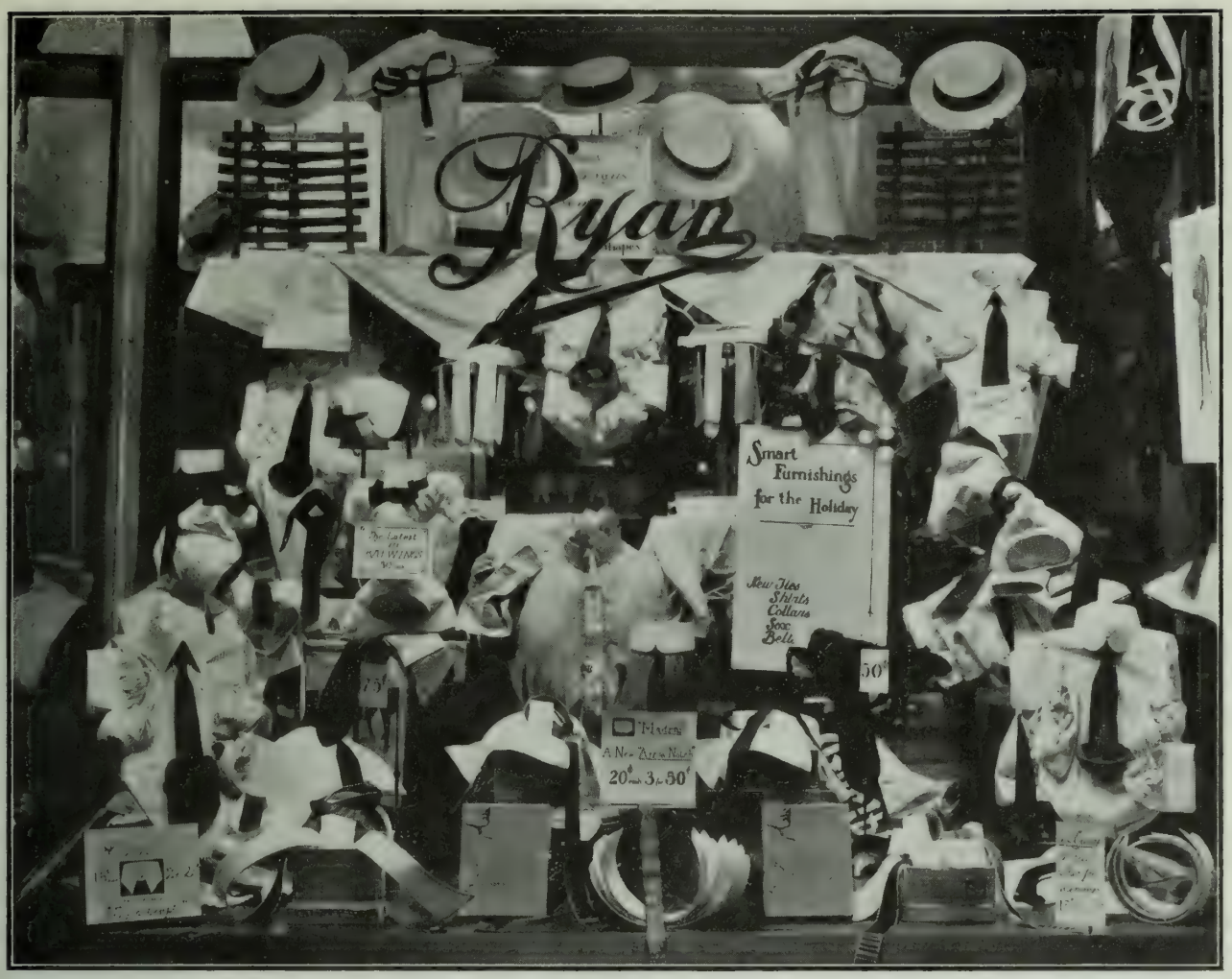
Of course the back of the window should be enclosed. This may be done with a paneled woodwork back in the natural wood or in white enamel paint, or with clear glass, ground glass, painted glass or mirrors. If the store requires all the light that can possibly be let in through the windows, glass backing to the window will be much better than wood or mirrors, though painting the glass white or using a fancy or ground glass will not keep out light.

THE WINDOW FLOORING.

While tile or parquet flooring is very pretty in a window, I believe that southern pine is better. There are often occasions when it is desirable to drive tacks or nails into the floor, and the fancy floor makes this impossible, and then in dressing the windows more often than not the window floor is covered to carry out some color schemes or other. Of course, where the window displays are always made up with some of the modern adjustable fixtures which do not have to be nailed, tacked or screwed, and where there is no desire to create novel display effects other than can be produced by such fixtures, something like a tile floor is no doubt best. It is possible, however, to have a removable floor of tiling or parquetry, or imitation, so that the advantages of both plans may thus be secured. The same thing is in a measure true of the window sides and back, where special window displays often call for nails or tacks, which would soon ruin fancy woodwork.

Should the store be deep and narrow, the top of the window front ought to be given up to some

A shirt trim shown by Youell & Wrong, Aylmer.



A stocky but well assorted display of furnishings in the store of G. B. Ryan & Co., Guelph. Arranged by Percy Curzon.

kind of prism glass for lighting the interior better, and across this glass may be placed the store's sign, in colored or fancy glass, which will not affect the lighting and yet will occupy space where it will be conspicuous and out of the way. The prism glass, even in the transom over the door, saves light bills and makes the store come nearer to being a daylight store. The best modern fronts, instead of having posts in the corners where the front and the entrance-way panes of glass come together, have the glass fastened by clamps or rivets or with a mere copper molding. This all helps to make the goods more conspicuous and plainly visible from all directions. It is well worth the difference in the cost.

DOING AWAY WITH REFLECTION.

There are some store locations where the reflections of light on the glass front are such that at certain times of the day it is practically impossible for the pedestrian to see into the windows at all. I have seen windows where one could not get a glimpse through or behind that glaring reflection, even by getting close to the glass and twisting the head this way and that. This reflection can be avoided by having the window pane tilted a mere fraction in or out from the top. Getting rid of the reflection, too, enables one to get good photographs of the window displays in the daytime, a thing which cannot be done successfully when the window pane is a mirror of everything that is outside of it.

An old-fashioned store front may be the sign of permanence and reliability on the part of the dealer, but that is unimportant. To-day a store front must sell goods. It must pay the rent. People expect it to make them want to buy.

The man with a front that will not show the goods ought to borrow the money as soon as he can and change it. The returns from a modern front will pay a handsome dividend regularly upon the necessary investment.

In connection with the window, the doorway should, of course, be considered. If it is of the depth of the window, or more, it will allow people to stand in it and look at the goods in the windows in stormy weather. It increases the available window front at the service of the public who want to see.

A display of clothing and furnishings in the men's wear department of G. B. Ryan & Co., Guelph. Arranged by Percy Curzon.

THE IMPORTANCE OF THE DOOR.

The door itself ought to be easy to open. A single door is more desirable than a double door, unless the single door must be wide enough so that it is a distinct effort to open and close it. Under any circumstances, the door by which people come in should be built and hung so that a slight woman can turn the catch and push the door open and shut with no apparent exertion.

We have all met store doors that made us wish for an axe. The kind of a store that obliges one to climb about three steps and push open a door held in place with a spring that snaps the door shut with a bang or whizz as soon as it is released, makes the customer try another place next time. Such a door is as hard to get out of safely as it is hard to get in. It almost kicks the visitor out into the street. The door should be of glass, of course, and it should stand open whenever the season permits. An open door is a suggestion of welcome and of itself a tendency to draw in the public. It is an invitation.

THE LIGHTING OF WINDOWS.

The proper way to light windows is with hooded lamps on the sides and at the top of the window. The electric wiring should be placed under a molding beside the sash. Each lamp should be hidden by a reflector that throws the light all upon the goods in the window instead of out into the street. There is no need of lighting the street any more than it will be illuminated by the diffused light reaching it.

The idea that there should be a flood of light pouring out into the street so that people will exclaim as they pass is not considered sensible. The light is needed on the goods. The lighter they are, the more vividly they will stand out, and the darker the street outside, the brighter by contrast the window appears.

In connection with the matter of lighting it should be remembered that white paint in the woodwork will help to make the window light. A dark

(Continued on page 75)

How to Lay Out An Attractive Advertisement

Pointers on the typographical phases of advertising—The value of balance and white space—Best types to be used—Give printer plenty of time to get out ads.—Do not crowd matter in ad.

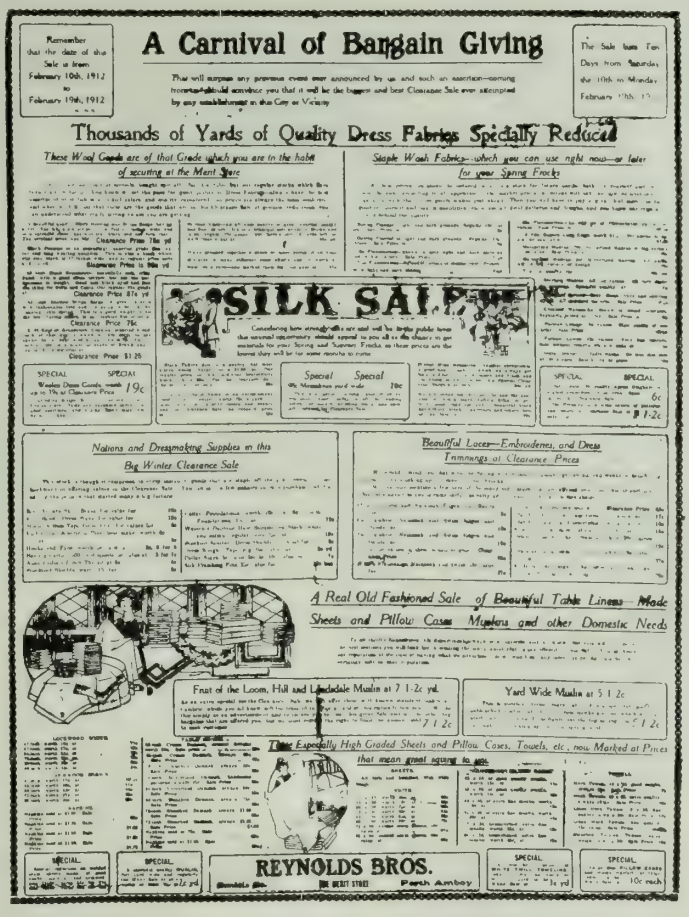
Written for The Review by Wm. Owen

ADVERTISING is as much a necessity to the growth of the modern business house as rain is to the growth of the trees and plants. A merchant has to make an annual appropriation for the advertising of his business and naturally looks for the ways and means of securing the greatest returns. There are many channels through which he can spend his money sensibly, but the most important, to the dry goods man is the newspapers, and if he sees that the advertisements which appear over his name are well written and laid out and he backs up his announcements with absolute fair dealing he will find that his money is well spent. The first feature in writing an ad. is to make it look different from those appearing on the same page or issue, let there be something about that ad. to make it stand out from the others. This difference in appearance strikes a note of inquisitiveness to the brain, through the eye of the reader and they naturally continue reading. Then if your copy is interesting to the point of containing convincing facts and arguments, as to quality, use, and price you have made a prospective customer.

In laying out "different" copy don't by any means crowd your ad.; don't try to get into 10 inches of space what would fit half a page. You can get a good idea of how many items will go into a certain amount of space by getting your rule and studying the advertisements of some of the big stores throughout the country.

When you have chosen the item or items for your ad. think up a good phrase or sentence for introductory display—such as "Don't let your neighbors have the better garden" (to be used in heading an advertisement of hardware or seeds). A good phrase heading your ad. helps to arrest the readers' attention and convey that note of inquisitiveness mentioned before; but don't overdo it with too many words in too big or heavy type. The shorter the sentence the better, and if it is set in too large or black a type it will outbalance the ad.; and balance is a big factor in display and general appearance.

If you are using cuts—and their use is advisable whenever possible—be sure they art not too large or too heavy, and thoroughly up-to-date in the styles and features they are to illustrate, as nothing makes so bad an impression as an illustration that is several seasons old, illuminating an announcement of "the latest innovations, etc." Figure cuts used in ready-to-wear, if drawn looking to either side and not full face, should always be placed facing reading matter, as though it really had something to do with the description, and, wherever you can, balance one cut used to one side of the ad. with another on opposite side.

Balance your subheads as evenly as possible, as well as sub introductions, and when pressroom facilities permit insist on all display phrases, headings and sub headings being set in the same face type, in different sizes of course. This will also help the uniform appearance of your ad. For headings and display in everyday announcements of Department and Dry Goods Stores, it will be found that the Cheltenham face type is the most suitable, it being easily read and is about the most neat appearing; next in order, in the opinion of the writ-

A splendidly arranged ad. prepared by Wm. Owen.

PATENTED IN CANADA

OLUS

REG CAN PAT OFF

The *New* garment which is the greatest improvement in Men's wear in many years.

The Shirt *TAILS* turned into *DRAWERS.* Absolutely *CLOSED CROTCH* and *CLOSED BACK.*

This garment is made in *COAT STYLE,* as shown in the cuts, and so nicely balanced that it *FITS PERFECTLY.*

Cannot possibly work up out of the Trousers.

NO BINDING in the crotch—*NO ADJUSTING* to do—*NO BUTTONS* at the *BACK—NO FLAPS* to button over—Only *ONE PLY* of goods—*NO BUNCHING of UNNECESSARY MATERIAL* anywhere, and *PERFECT FREEDOM* for all hygienic purposes.

"OLUS" is also the perfect Combination Under Garment as all the features of the Shirt apply to the Underwear.

For the purpose of putting this Garment into the hands of dealers throughout Canada as quickly as possible, so that they may have the opportunity of confirming for themselves all we claim for it, we will ship by August 1st, by express prepaid, one dozen only fine Percale "OLUS" Shirts, assorted sizes, 14½ to 16½. Assorted Hair lines on White ground, with double Soft Cuff and Laundered Neck Band, to any dealer sending cash or money order for $13.50.

Any goods may be returned at our expense, and money will be refunded if not satisfactory in every way.

The above offer is to expedite the introduction of "OLUS" and this will be the only occasion on which we will ship orders direct. Samples of our line of "OLUS" Shirts and Underwear will shortly be in the hands of all the leading Wholesale Houses.

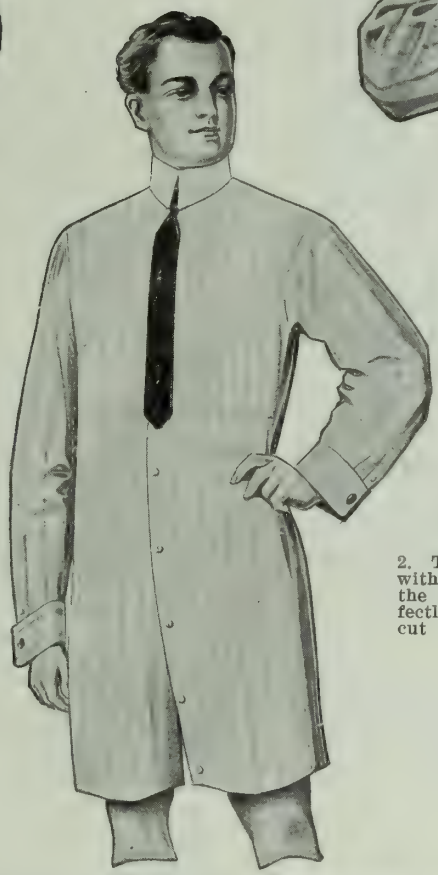
The "OLUS" garment is patented in Canada, and all the rights under the patent are controlled by us.

The Canadian Converters Co. Limited
Montreal

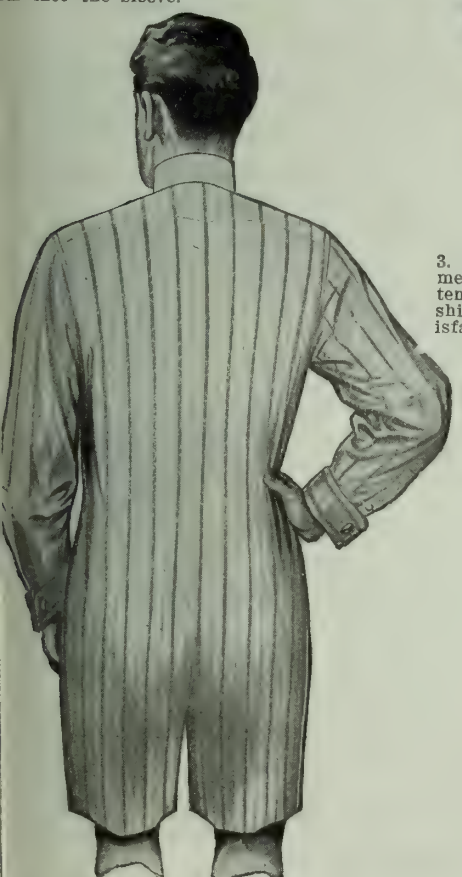
PATENTED IN CANADA
OLUS
REG CAN PAT OFF

. The illustration shows the first steps in utting on the "Olus" Garment. Notice the erfect adjustment of the crotch; the ample pening enabling one easily to slip the left rm into the sleeve.

2. This picture shows the "Olus" garment with both arms through the sleeves. It shows the natural hang of the front, falling perfectly into line for buttoning. Note the coat cut of the front.



3. Here we show the front of the garment entirely adjusted. We call your attention to the snappy appearance. The shirt tail now performs a useful and satisfactory function.



The rear view of the "Olus" Combination irt. Rather startling, isn't it? No opening the back but—

5. By unbuttoning at the leg, the tail readily swings back, leaving a clear wide opening, more satisfactory and more sanitary than any open back garment.

Mid Winter Clearance Sale at the Merit Store
The Annual Event at which all Thrifty Housewives and Mothers stock up in those many items which the Family is requiring every day—thereby saving many a dollar, to use for some other need, or put by for a rainy day.
And there are Substantial Savings to be Made in each of the Forty Depts.
Hundreds of Yards of Ribbons into the Sale Underpriced
Dainty Corsets in Women's Redwear at Clearance Prices
Womagra Fine Gloves in the Clearance Sale
Our Big Stocks of Handkerchiefs are to be Cleared Out-Priced Accordingly
Ladies' Bandbags are in the Sale to clear
Clearance Sale Prices in the Boys Department Gives Mothers Many Opportunities to Save
When you consider the high quality clothes we always carry in this Department, the good assortment, and the unusually moderate prices you will be able to better understand the large savings you can make when we tell you that every garment and hat
is included in the Sale at about One Third Off Original Price
A Big Stock of Sweater Coats to be moved out During the Clearance Sale
Smart and Up-to-the-Minute Furnishings for Men in the Clearance Sale
A Clearance of Women's Belts
Our wish to clear up our Stocks in preparation for the New Spring Season can be materialized only with Your Help—and we have put such prices on the merchandise that will repay you tenfold to help us
Clearing out Perfumes and Toilet Articles
THE MERIT STORE
Reynolds Bros.

A sample of advertisement prepared by Wm. Owen. Note the splendid balance.

er are Jensen and De Vinne, while, for bold display, Ad Style will be quite strong and heavy enough and not too black, and in all cases use caps and lower case combined, not caps alone, as it is far easier to read.

Introductory matter should not be carried across six or seven columns. It is hard for the eye to follow the lines. Far better to set it in two columns of half that width; or better still in a four or five column measure with white space either side.

And don't use too much rule. White space always makes a good divider except when you have an item or items which you wish to emphasize and make stand out. Then you can "box" it with rule of a weight in keeping with the balance of your ad., and if the "box" is to one side of the ad. endeavor to balance it with another about the same size on the opposite side.

In writing up your descriptive copy find out the points about the article you are taking up that will be of most interest to a prospective customer, get acquainted with your subject, then go ahead and say your say just as though you had the customer in front of you and were pointing out those features in person. Make it interesting and newsy, but be sure and state facts. Don't let your imagination run away in a flow of fancy words. Tell the truth in plain language, so that the majority will understand.

Endeavor to get your copy into the printers' hands as early as you can. You are helping yourself in doing so, as it gives those who are to handle it more time to set it up, and you get a better looking ad than if you leave it to the last moment and they have to rush it through.

Prices in almost every instance should be given, but not in too big or heavy a type. If, however, you are announcing a sale with special reductions it is advisable to display the figures in a bolder face type and if desired give original price or the actual value of the goods. Don't however, in the latter instance, boost the value. Just say what its real worth is, as nothing is more harmful to the prestige of your store than a prospective customer being disappointed in finding the goods have been misrepresented.

And don't be afraid to put the store's name where it will be seen. The writer has known of instances where one has had to look twice before seeing who it was advertising. A suggestion on this point is: Always have the store's name in the same face type so that the public will in a short time recognize it at a casual glance. The best thing to do is to get the store's card writer to make a neat design, say two or three columns wide and about one inch high and have a cut made from it.

The foregoing features will, if adhered to closely, help the merchant a great deal in getting up good trade pulling advertisements. and so increase his

THE MERIT STORE
Perth Amboy's Leading Quality Shop
Outfitters to Women -- Boys and Girl's Clothing -- Domestic Needs and Smart Furnishings for Men
OUR STORE'S POLICY IS BASED ON THE ONE WORD HONESTY
WOMEN'S FINE WEARING APPAREL
Women's Waists and Lingerie Department
DRESS GOODS & SILKS
LINENS, DOMESTICS & WASH FABRICS
A DEPARTMENT FOR MEN
Outfitters to Boy's and Girls who like Good Clothes
THE BOY'S DEPARTMENT
THE MISSES DEPARTMENT
REYNOLDS BROS.
136 Smith Street
Telephone 186 Perth Amboy
Perth Amboy, N. J.

Advertisement prepared by Wm. Owen.

business. Should any reader wish for information on type, such as sizes—how many words will go into an inch space, etc., the writer would suggest asking the local printer or lay-out man at the newspaper.

Making the Store Windows Pay a Profit

(Continued from page 70)

finish or one of natural wood will absorb an immense amount of light. This is just as true of the whole interior of the store as of the windows. All of the things that help to show goods in the window help to make the window attractive. An attractive window is one that is more than merely pretty. It is possible to make a window display conspicuously pretty without making it a selling display. Window attractiveness should amount to something more than mere beauty of goods or symmetry of arrangement.

FREAK DISPLAYS.

In planning to use a window for the display of goods it should be remembered that the chief object of the window is to bring trade, to make people want to buy, so that the store will make more money.

Some men when they set out to decorate a window say to themselves, "Here is where I make the people sit up and take notice. I'll get up a window exhibit this time that will start something." And then they get a live owl or something else that has just about much to do with the clothing business and put it where it will attract attention, because no one ever saw a live owl in a window before. They make the display a freak exhibition, and think they have scored a hit because everybody stops to look, forgetting, or not noticing, that everybody goes on after looking, thinking, "Owl in a store window. How funny!" instead of, "They sell good clothing in that store." The principle is the same as that of making a show card so fancy or so freakish that everybody who sees it thinks of the beauty or the eccentricity of the card and never of what it has to say.

It ought to go without saying that no window can be attractive unless it is clean. It ought to, but evidently it does not, because every now and then we see a haberdashery window that is anything but clean. Of course the best dealers, the live wires of the business, keep their windows clean. They know that it pays them well to do it. But unfortunately there are not a few dealers who apparently are not so wise. It is thoughtlessness, carelessness, that troubles such dealers. When they stop to think about it they realize that there is nothing to be gained by the slight saving of energy represented in a postponement of the window washing. Every store has an employee who expects to have to wash windows when the time for it comes. It is the fault of the proprietor alone if he lets the work go. People cannot help but reason that where the windows are dirty or unattractive the goods will be somewhat the same way. The reasoning is sound, too. It generally works out that way.

A window is not apt to draw passersby strongly when there are two or three people behind it looking out. On that account it is a poor plan to let employees loaf when they can stare out of the windows, or let anyone else loaf there, either. This is one reason why the backs of the windows ought to not to be transparent.

Plenty of people hesitate to stop and inspect the goods in a window if they feel that they are to be watched while doing it. They will certainly not look with the same attention to what they see that they otherwise would feel. If you doubt this, just notice how you yourself feel about stopping in front of windows that are lined inside with spectators. You will find yourself passing on without much of an idea of what the window contained.

The Show Card is the Salt of the Window

(Continued from page 66)

THE HAND LETTERED CARDS.

The lower card shows the hand lettered sign card demonstrates the grey band effect obtainable with the brush and grey paint which if printed would mean a two-color job and would represent a prohibitive price. Practically the same message is given the public in both the hand lettered and the printed cards, but the effect is much different and can be varied to suit the taste of the artist or card writer. The silhouette tie adds a touch to the card which amounts to attractiveness. The eccentric form of the lettering and the hand-made appearance of the price and dollar sign all give an individuality to the card, and this is desirable where possible.

On the whole the hand work is to be very much recommended because no effect that can be obtained by printing is too difficult for the cardwriter, but he has at his command effects that could be obtained only at prohibiting expense if printed.

NEVER THE OVER-FANCY CARD.

One thing is glaringly evident and hat is the fact that there is a growing tendency toward the use of the dainty tasty card in preference to the glaring sign. The small neatly lettered card is to-day the card of the better stores and will continue to be.

The writer is very much in favor of the pen and small brush work without the use of the air-brush which has been cheapened by splashy cardwriters trying to see how much color they could get on one card. Such cards are seen in the windows of the cheap trashy stores of large cities. Avoid the over-fancy card—stick to quality effects.

The Proper Regulation of Bargain Sales

MUCH HAS been said in recent issues of "The Review" concerning the conducting of bargain sales and the relation that the bargain sales side of business should hold to "Quality Business."

The limit to be put on the number—It depends largely upon the size of the place—Quality business will not suffer if the sales are handled with proper discretion.

In the June 18 issue of The Review the following problem was propounded:

"What limit should be put on the number of bargain sales, to prevent the loss of quality business? How should this branch of the business be regulated to secure the desired result in the way of increased turnover without at the same time hurting the quality connection of the store?"

Some of the replies received are appended:

A Definite System Needed

In regard to bargain sales, it is a delicate question to place a "limit" but it must be said that bargain sales when carried on should be carried on in accordance with some definite system. Whether they be weekly, monthly, or semi-annually, to be entirely successful they must be regular, not conducted in "fits and starts," because every customer who looks for a bargain (and it is a very small percentage who do not), soon acquire the habit of watching the papers for your offerings, and as a result you will find that customer helping to swell the crowd at the most of your bargain sales.

Bargains advertised must be bargains given or very soon your advertising expense will be spent to little or no avail. The popular saying, "You may fool some people all the time, and all people some of the time but you can't fool all the people all the time," is well applied to bargain advertising.

If your stock is large enough or you can obtain the goods without drawing on your regular stock a bargain day on one specified day each week is enough for any place no matter how large and by this means you can certainly "clinch" new customers and make them regular visitors to your store.

The "bankrupt stock" sale and "overloaded" sale have many repelling features. The unsuspecting public have been caught too many times on these. They give a store a "cheap" appearance, make people think the business is on the decline, that the heads of the firm are unable to keep their business in hand, are unreliable, and on few occasions have these proven to be permanent business getters.

The semi-annual sale should be conducted for a short time only and not "killed" and can best be conducted at a time when business is slow, January (or February) and July. To conduct a sale of this kind in April and October as has been suggested by some is to use up window space, counter space and advertising space, which should be occupied by goods that are in demand by virtue of the time of year and is then liable to interfere with quality business.

Subscriber.

A Schedule Suggested

What limit should be put on the number of bargain sales to prevent the loss of quality business?

We are pleased to note that our position taken in former article, viz., That it is possible to hold bargain sales and yet retain quality business is now the standpoint from which the "Dry Goods Review" proposes the above question.

If bargain sales are to carry due weight, move the people and the goods, increase sales and profits, hold the people and bring them back again and again for the extra values, while the business holds and increases its turnover and profits on goods sold to people who demand quality, then we think there must be a limit to the number of bargain sales and the wise merchant will seek to so arrange his business that each class of business may prove a stimulant to the other.

People looking for bargains will be pleased to get them at a store having a reputation for good quality, while the quality trade will raise no serious objection to extra values when assured of the maintenance of the best quality.

The frequency of bargain sales will, in some measure, have to be regulated by the size of the town or city as well as by the proportion of the different classes of trade.

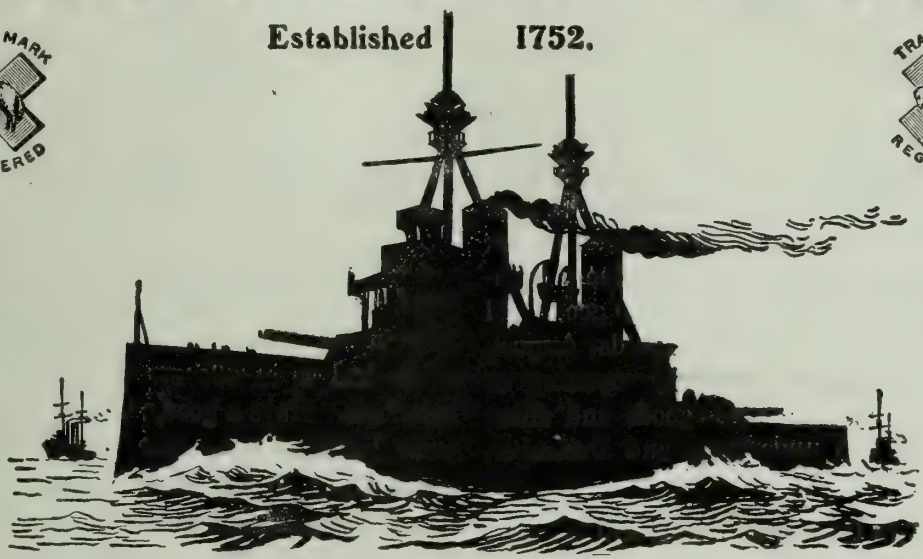
Occasions will come from time to time through poor buying or through extra good buying which will almost demand a special effort to be made irrespective of pre-arranged plans, but we think some definite plan for the putting on of special sales at regular times should be followed and adhered to as closely as possible in the best interests of the business. In cities and larger towns it would be an easy

VANGUARD KNITTING WOOLS

TRADE MARK REGISTERED

Established 1752.

TRADE MARK REGISTERED



Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.

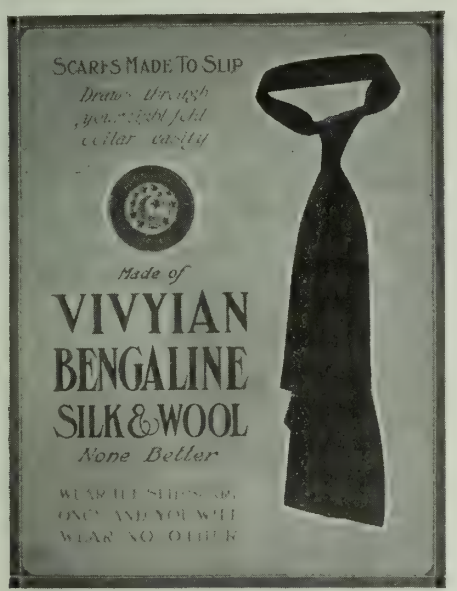
Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.



THE HIT OF THE TRADE

44 Shades in $4.50, $6.50 shapes, 7 day delivery.

Use the show card as above, 14 x 11, 4 colors and embossed

Neckwear Department

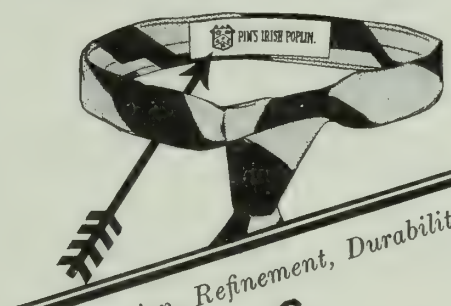
Crescent Mfg. Co.

Limited

MONTREAL

PIM'S

IRISH POPLIN



For Distinction, Refinement, Durability, select

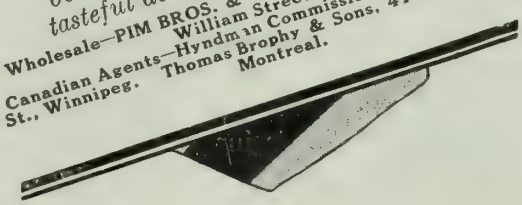
PIM'S

IRISH POPLIN TIES

They are the most fashionable Ties obtainable, and present a wide range of tasteful designs in self colors, stripes, etc.

Wholesale—PIM BROS. & CO., Irish Poplin Manufacturers, William Street, Dublin.

Canadian Agents—Hyndman Commission Co., 156 Lombard St., Winnipeg. Thomas Brophy & Sons, 41 Herald Bldg., Montreal.



matter to arrange for a special sale for every month, as well as an occasional extra sale, while in villages and smaller towns a mid-summer clearing sale and a mid-winter clearing sale might meet all requirements. It would possibly work out in the medium-sized towns that from four to nine special sales could be put on without any serious injury to the business seeking to hold its its trade for quality goods.

Herewith you will find suggestions which meet with approval for medium-size gowns, some of these I would hold for a month and others only 10 days or 2 weeks: January a clearing sale of winter goods; February, a white goods sale; March, millinery opening or smallwares sale; April, spring dress goods and silks; July, a clearing sale of summer goods; August, a harvest sale; September, millinery opening or ready-to-wear; October, fall dress goods and silks; November, hosiery and underwear, and December, Christmas sale.

While putting on these special sales and in many cases talking price and extra values for the special lines under consideration the matter of quality should at the same time, and persistently, be presented. W. C. Forman.

Two General Sales Only

I find that it is absolutely necessary to hold two large, general sales each year, in order to keep the stock properly cleaned up and bring the turnover up to where it ought to be. At these sales everything that is becoming a trifle old or out-of-date is marked down to a price which will sell it. These goods make good leaders and to them should be added all the special snaps that have been picked up for the sale and possibly a few items bought in large quantities and sold at about cost, although I am not so certain that the latter system pays. April and October are good months for these sales, as the public is then open to purchase in large quantities and besides turning a large percentage of the stock carried over into cash, it gives the merchant a chance to realize on some of the new stock which has just come in. Quick returns mean easy financing. Then, of course, the usual mid-summer and mid-winter sales are necessary to clean up as nearly as possible the balance of the stock for which the season is about over. Outside of these four sales each year, I should have nothing but specials in certain lines, which are necessary for various reasons and which always tend to attract people to the store, besides accomplishing the specific purpose for which they were intended, such as placing on the market extra quantities of goods specially bought or reducing an over-supply. K. M. Stephen.

Favors Weekly Sale

I think weekly bargain sales are a great advantage and do not interfere with quality business providing they are conducted in the right manner and on staple goods not bargained as new goods; I don't mean goods just received but goods that have for the first time been put on the market in your town or city. It has come to the day now when everyone regardless of their station in life are looking more or less for bargains.

Advertising is the strong point, to know how to word same, when to put it in and the general tone of your ad. Don't put your ad headline with "Stock of so and so at 20c on the dollar," or "bankrupt sale," etc. Have a good reason for the sale and after your headline give your reasons or tell how you came about to sell these goods at bargain prices. Headlines as quoted above do not interest your quality customers. They at once run away with the idea that there is something wrong. Advertise your bargain two days ahead if you only advertise once in a while but if you are a daily advertiser advertise one day previous.

Re goods to offer at bargain prices: Say you were in the habit of keeping a certain line of prints and you find they are not satisfactory. Get rid of them without a bargain if possible and then when your new line comes in advertise it at a bargain. Price merely is an introductory offer. You know the new print is O.K. in every respect. Every merchant should try out a new article for himself. Do not leave it for your trade to find out whether the goods are faultless or not. Guarantee your goods. Nothing goes farther to-day than that, and if your bargains are as you represent them in your ad., you will always have successful sales. Say the print, for instance, has a name stamped on it. If in your introductory bargain sale, it proved as you said you don't need to bargain that again. Your trade knows the quality that is in it. They will ask for it. The same thing applies to every brand of goods that you know are O.K. In smaller towns you can hardly conduct a sale of this nature each week, but take a line of goods you find are not moving satisfactory, fault being in the color or something of that nature. Buy two or three more pieces in the colors wanted, advertise it and you will find the new will sell the old, and not hurt quality business. Get the people coming, get them satisfied, stand behind your goods and bargain sales and with the right man behind them you are bound to make a success and not hurt your quality trade. G. E. Hagerman.

Periods of Depression and "Tight Money"

only serve to accentuate the value of Standard lines of real quality and excellence that the Public can recognize.

JAEGER PURE WOOL WEAR

has established a 30-year reputation for real value and is therefore a safe proposition for the Merchant.

He is sure of his trade, sure of his profit, and makes no bad stock.

This is a so-called bad year, but our trade is bigger than ever.

For Catalogues and Trade Terms apply:

DR. JAEGER SANITARY WOOLLEN SYSTEM COMPANY, LIMITED

HEAD OFFICE AND WHOLESALE WAREHOUSE 243 BLEURY ST., MONTREAL

Keep your finger on the pulse of your underwear business

Don't prescribe for it haphazardly. Have you made a habit of buying without going thoroughly into the merits of the lines you handle, or do you insist on comparison? We do not ask you to select **Imperial Brand Pure Wool Underwear.**

We ask you to compare it with the lines you already know or any others you will know.

If you put it on the dollar for dollar basis you will realize the reason why we say our 30 years' experience in specializing has placed our line as the standard.

We are specialists in Men's Natural Wool, Men's Elastic Knit, Men's High Grade Imperial, Men's Double Thread Balbriggan. Present delivery orders attended to promptly.

These goods can be obtained from the leading wholesale houses.

Write for samples to-day

KINGSTON HOSIERY COMPANY

KINGSTON Established 1880 **ONTARIO**

How Retail Merchants Can Make More Money

System is needed in the buying end—Some men are natural born buyers, but they need the assistance of a system to avoid over stocking and investment in poor colors—An aid to good buying.

OCCASIONALLY we find a retail merchant who is in business more as a pastime, something to take up his time, a place where he can have an office, meet the people, jolly with the traveling men, etc., writes T. H. Butcher, of Battle Creek, Mich. He does not really have to be in business and does not care particularly how much profit the business returns him. We all envy him.

But most merchants are not fixed that way. We have got to constantly keep figuring how we can make our business pay us better. Expenses keep creeping up, rents are higher, wages are higher, more expensive fixtures are demanded, etc. The many fads, fancies and freak styles force us to carry much heavier stock than a few years ago. Instead of turning our stocks oftener, as we should do, we find it is hard to turn them as often. The retail game to-day is an entirely different proposition than it was twenty years ago. The merchant of to-day must keep an "eagle eye" on his business every minute. If he does not the other fellow will, and beat him to it.

Most of the merchants of to-day watch the selling end of their business carefully, planning sales, devising selling schemes, judicious advertising, bettering their store service and equipment. But how about the buying end of it? Do they give enough time and consideration to this most important part of their business?

Ask any traveling salesman if nine-tenths of the merchants are not careless in their buying and do not do a great deal of it by guess. They know they do. I have had salesmen tell me that in many cases they really felt guilty to take the order as given to them and sometimes suggest going more carefully through the stock to see if they could not proportion the order better. The salesman and the wholesaler want the merchant to buy what sells. They do not want him to accumulate a lot of dead stuff in their line that must be closed up at a loss. No! They want to see their stuff sell, and at a profit to the retailer, then the next time they come to them they are met with a smile, not a grouch. So I say again, Mr. Dealer, use more care in your buying of merchandise.

When the salesman comes for your advance order on your underwear, gloves, hosiery and other lines do you know just how many of certain sizes, colors and styles you sold during the past season, all your duplicates, special and advance orders? You should know, in order to give your advance order as nearly as possible in accordance with probable requirements.

Buying might well be divided into two essential parts:

First. Good judgment in the selection of manufacturers, materials and styles.

Second. Buying the right proportions of sizes, colors and styles.

In the first part some seem to be "natural born buyers;" others acquire it from experience.

But the necessary knowledge in the second part cannot be "born into a buyer," nor can it be acquired by experience. This particular part of the buying, in most cases, is done more or less by "guess work." That's why most of us merchants have too much money tied up in poor-selling colors and styles.

For a long time I have been working on a way to keep such a record without too much "red tape" and extra time. I have spent much time and thought upon it and tried out many schemes until I finally hit upon a plan that is so simple, and yet so practical, that I wonder it has not been used long ago.

It has proved such a success in our own business and in the business of several of my acquaintances in the men's wear line that it occurred to me that others might wish to adopt it. I will be pleased to send sample sheet and explain the system to anyone who is interested.

Gloves For Men

GRAY SILKS for men continue to sell in gratifying large quantities, and there is a good demand for "chamois suedes," says the Glovers Review. That the increase in the popularity of men's silk gloves may be taken as another indication of the growing tendency of men to pay greater attention to gloves as an essential part of their wardrobe. It is not so long ago that the average man gave little thought to handwear other than as a means of protection against the cold and made purchases according to his bare requirements for each season. There has been, however, a gradual change from this procedure during the past few years and sales of men's gloves have grown larger in volume. Nowadays the man who would be well-groomed provides himself with correct handwear for all occasions and the keen observer of the trend of fashions can see in the more pronounced demand for men's silk gloves the further development of a custom which had made rapid strides in a comparatively short period of time. It

(Continued on page 82.)

(Made in France)

Guaranteed for one year.

S. E. Porter & Co.

Sole Agents for Canada.

Complete Stock on Hand

at

"Birks Building,"

MONTREAL

Our

TRAVELLERS

Will call on you about

September 1st

Showing Complete Lines by

YOUNG & ROCHESTER
London, Eng.
Shirts, Neckwear, Gowns etc.

TRESS & CO. London, Eng.
Hats and Caps

COHEN & WILKS, Manchester, Eng.
Raincoats and Ulsters

And many other imported specialties

Wreyford & Co.
TORONTO

CEETEE
UNSHRINKABLE
UNDERCLOTHING
PUREST WOOL ONLY
The C. Turnbull Co. of Galt, Limited
Galt Ontario

Worn by the Best People

Sold by the Best Dealers.

Manufacturers of Turnbull's high-class Ribbed Underwear for Ladies and Children. Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.

What Are You Doing To EARN MORE—— BE MORE

The great body of those holding subordinate positions to-day are using only twenty-five per cent. of their real energy and ability, and a large number of them realize it, but do not understand how to get out of their rut.

Each month, Dr. Marden, the greatest of optimistic writers, contributes to MacLean's Magazine an inspiring, helpful article addressed to just that class of employees, ambitious young men and women workers who are anxious to get ahead, who are determined with all their might to be somebody, to do something, to become exceptional employees. The writer aims to touch the highest springs of such employees' aspirations, and no one, after reading Dr. Marden's articles will fail to put forth fresh and better-directed efforts to forge to the front. Dr. Marden's purpose, however, is by no means to make his readers dissatisfied with their lot, but rather with themselves for not getting more out of the part assigned them in life.

The reading of these articles on success may be the turning point of YOUR life. Send $2.00 to-day to the MacLean Publishing Co., 143-149 University Ave., Toronto, and your subscription for MacLean's Magazine will be immediately entered for one year.

A Men's Store With Many Good Features

Lyon Tailoring Co., Hamilton, have large amount of display space in ratio to frontage—How this is obtained — Stock arranged in store in a most attractive manner — Company has grown rapidly of recent years.

AMONG THE most flourishing of Hamilton's clothing retailers and among those that are rapidly coming to the front is the Lyon Tailoring Co. with plant and local retail branch at 114-116 James Street North.

On June 7, 1900, this firm began business as a pressing establishment and a short time later began custom tailoring. In 1904 they moved into their present premises which at that time were much smaller than the firm now occupies.

Shortly after this they added furnishings to their stock, but in 1908 owing to the enormous growth of the clothing department of the business the furnishings were discarded. These, however, were replaced in 1911 when changes gave sufficient room for replacement.

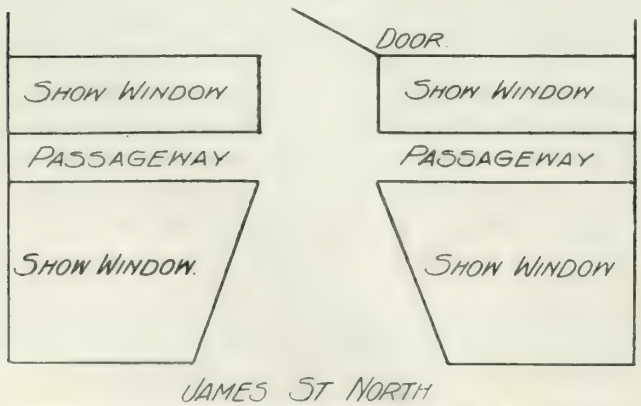
Since its inception the firm under the able management of L. Lyons, the senior member, and S. Lyons, the junior member, has met with rapid advancement until now they have six branch stores throughout Ontario, at Brantford, Chatham, Windsor, Sarnia, Guelph and St. Catherines.

The Hamilton branch deserves special mention because of the special features it exhibits. A plan of the show windows appears in this issue and upon examination will show distinct features. The value of window space has been carefully considered and the policy, "if you have to be shown, I'll show you," is well brought out. It would indeed be difficult to find another store with as much window space obtained in the same frontage.

A prosperous appearance in the front of a store will indeed do much to attract the trade of "men who care."

The interior of the store is neatly arranged. Long tables on which the web goods are displayed, fill one side, and the other is occupied with furnishings and web goods. The selling space has a depth of 75 feet, and behind this are the offices.

The second floor is utilized for a stock and cutting room, and on the third floor are the spacious rooms where the fine art of tailoring is carried on. Everything in this department is productive of comfort for the employees . The place is well lighted and ventilated, insuring health to the employed.



Layout of entrance to the Hamilton store of the Lyons Tailoring Co.

Keeping Stock Clean

THE OAK HALL branch in Hamilton, Ont., occupies the first two floors of the building at 10 and 12 James Street North, and recently a new arrangement of the stock has been necessary to meet the growing demands of the trade.

The stock carried consists of men's and children's clothing and furnishings, the second floor being used mainly for children's goods. The space on the ground floor is required for men's wear where the suits are all displayed on hangers. This prevents creasing of the goods and breaking of the shoulders which is generally the result when clothing is piled on tables.

A novel idea is employed for brushing and cleaning the clothing. A vacuum cleaner with upholstery brush attachment is used for this purpose, and makes a very satisfactory and thorough method of keeping clothing in good shape. By this method the clothes are not rubbed glossy or the dust rubbed into the seams by a brush, but the vacuum thoroughly extracts all the dust and it is carefully gathered in the machine and not raised from one article only to settle on something else.

The furnishings occupy a prominent place at the front of the store and in a well-lighted section.

Gloves for Men

(Continued from page 80.)

is apparent that the prejudice of men against the wearing of silk gloves is being overcome, at least to a considerable extent. Whatever the true reason may be for the increased demand for men's silk gloves it is approaching a magnitude that creates genuine enthusiasm among manufacturers and retailers, who see in the general adoption of the custom vastly increased business in a line which in the past has presented, at the best, but limited possibilities.

Who Foots the Bill for the Advertising Agent?

Address by R. R. Shuman, of the Shuman-Booth Co., Chicago, delivered before the Trade and Technical Section of the Associated Advertising Clubs of America, at Baltimore, June 10, 1913.

THE ADVERTISING agencies of the United States have rendered an inestimable service to the advertisers of the country. They have proved themselves to be advance guards of trade and industry, bringing to the manufacturers and wholesale and retail merchants splendid ideas and promotion plans which have built fortunes for men who had the courage and foresight to adopt such plans, but they have always been placed in the unfortunate and unfair position of having to collect all or the major part of their remuneration from the publishers.

GETTING SOMETHING FOR NOTHING.

Short-sighted advertisers, thinking they were getting something for nothing, accepted that situation gleefully, and through the custom of years, the practice has become almost universal, carrying with it unfortunately abuses which have stood in the way of real development of the art and the business of advertising.

It is said that in China the judges take their pay from the client whose favor they decide and that as a consequence the judicial decision goes to the client who offers the judge the largest fee.

It is said that there are some architects who look to the contractors and supply men for the major portion of their reward, charging a very nominal fee to the thickheaded client who thinks that he is getting something for nothing.

It is said that there are physicians who accept pay for specifying this or that brand of pill or powder, and others who collect fees from the local druggists to whom they send their patients with prescriptions.

The advertising agency acts as the advertiser's purchasing agent: In what other line is the purchasing agent permitted to collect fees from the people from whom he buys?

It is not necessary for me to say to you or to any man that such wrong practices do injury to the calling or profession in which they exist.

On the other hand, the fact that the advertising agencies in the main have had the courage to recommend media impartially with the ultimate end in view of giving that client the largest money value for the space bought, reflects credit upon the personal honesty of the men who control the agencies that are thus impartial.

But there is another phase to the question, and that is, what kind of an agency, honest or dishonest, when it comes to placing contracts in the trade and technical press?

To begin with, no man can ask another to work for nothing, and to end with the stronger and better trade and technical journals have found it necessary to refuse to give commission to advertising agencies.

Here is the same old story or what will happen when an irresistible force meets an immovable object—an impossible condition which results in innumerable ills, which are as lamentable as they are unnecessary. Two great forces, the advertising agency and the trade and technical publisher, instead of working in the same direction for the common good of the advertiser, meet with locked horns, while the innocent bystander, who has the money to spend, is deprived of the benefit which should come to him through the intelligent use of good copy in trade and technical media.

LOW RATES A BARRIER.

Even when publishers do offer commissions to agencies on business which those agencies create, the rates charged by this class of journals are so small that 10 or 15 per cent commission is wholly inadequate to cover the cost to that agency of writing the specialized copy that is necessary for the client in such media.

The result of this condition is that the larger agencies who employ high priced copy men ignore trade and technical journals altogether, whether they offer a commission or not, and that the smaller agencies who work on a cheap basis throw out of court all journals that offer no commission and sometimes cannot resist the temptation of giving preference to the journals, usually the weaker ones, which offer the highest commissions, in the hope of being able to make enough in the aggregate to pay them at least something on the deal.

INJURY TO THE WHOLE FIELD.

If the client happens to be ignorant of relative values of media, he soon discovers that his campaign is unproductive of results and condemns all trade and technical journals out of hand as being poor advertising media, and in reaching this conclusion he is given every possible help by every advertising agent with whom he talks.

EDUCATION NECESSARY.

There is only one way out of this difficulty, gentlemen, and that is an educational campaign

which shall make it incontestably clear to ever present and prospective buyer of space in trade and technical journals that if he wishes the services and advice of advertising agencies in the preparation of his copy or in the strategy of his campaign, he must expect to pay for it as he would for any other professional or business service rendered. To this end, in protection of the advertisers from their own mistaken folly of expecting to get something for nothing, I recommend that all the publishers of worthy trade and technical journals get together and agree absolutely to offer no commission to any agency whatever even when that agency apparently creates the business; but on the other hand, to make it known to the advertising world that they are willing and desirous of accepting business through advertising agencies and that by mutual agreement the advertiser must pay the agent for the services rendered by the agent.

BASIS OF AGENCY RECOGNITION.

It is also possible and feasible for the publishers of the trade and technical journals in a spirit of protection to the advertisers, to adopt a standard of recognition of agents and to accept copy only from such agents as they have as a body agreed to recognize as being capable of handling trade and technical copy and capable of advising wisely manufacturer and merchant in his use of trade and technical journals as a wise and necessary link in his whole chain of publicity.

A WORTHY MISSION.

The privilege of setting in motion a new force which shall put advertising on a basis of impartial honesty and shall forever free it from the stigma of being a hold-up game is now presented to the publishers of trade and technical journals.

As leaders in the mercantile and industrial world, as men whose influence with the captains of trade and industry is so inexpressibly great—you publishers have a duty to perform which you only can perform; and the new order of things which you can inaugurate as no one else can—the education of the advertising world to paying for what it gets to the man by whom the service is rendered—will be welcomed by no one more heartily than by every honest advertising agency in the United States.

THE ADVERTISER THE GREATEST GAINER.

And the greatest benefit that will accrue will come to the advertiser himself; for after this new order of things is ushered in the unworthy journal will fall by the wayside, and by the great law of the survival of the fittest, each trade and each industry, each profession and each calling will have back of it journals of consummate merit and will be freed from the incubus of the grafting and begging publication which has done so much hurt through the past fifty years to the reputation and good name and standing of journals which had rendered, as all good journals render, service far and beyond any compensation that they ever receive.

Express Rates Reduced

IN ACCORDANCE with the order of the Railway Commission, western express rates will be reduced starting on July 15. The wording of the order is so extremely technical, however, that it is found difficult to arrive at an understanding as to what the reduction will be. A complete explanation of the order appears in the current issue of the Board of Trade News, prepared by Mr. Marshall, the traffic expert of the Board of Trade. Mr. Marshall gives a number of examples to show how the new rates will compare with the old and it will be interesting to give a few of the rates he has worked out to show the way the reductions will affect transportation charges. In each case the weight of the parcel is assumed to be 100 pounds.

From Toronto to Minnedosa, Man., there is no reduction. To Brandon and Kemnay, Man., the rate drops from $5.25 to $5. To Briswold, Man., Moosomin, Sask., and other points in that district the rate from Toronto is reduced 50 cents. To Yorkton, Sask., and the neighborhood the reduction is 75c—the new rate being $5.50. Parcels consigned to Regina, Calgary or Edmonton will go for $1 less than formerly, while the rate of $9.25 to the coast is $1.25 lower than before.

These reductions, while they appear small, will bulk largely in the charges paid by a merchant or shipper in the course of a year. It would pay all western merchants to secure copies of the explanation made by Mr. Marshall. Commenting on the work he is doing, the Manitoba Fress Press says: "The work of Mr. Marshall as an official of the Board of Trade grows more and more important. He is a competent rate expert and meets the railway and express officials on an equal footing. The advantage of a traffic man of his standing and high character to merchants and shippers of this city is incalculable."

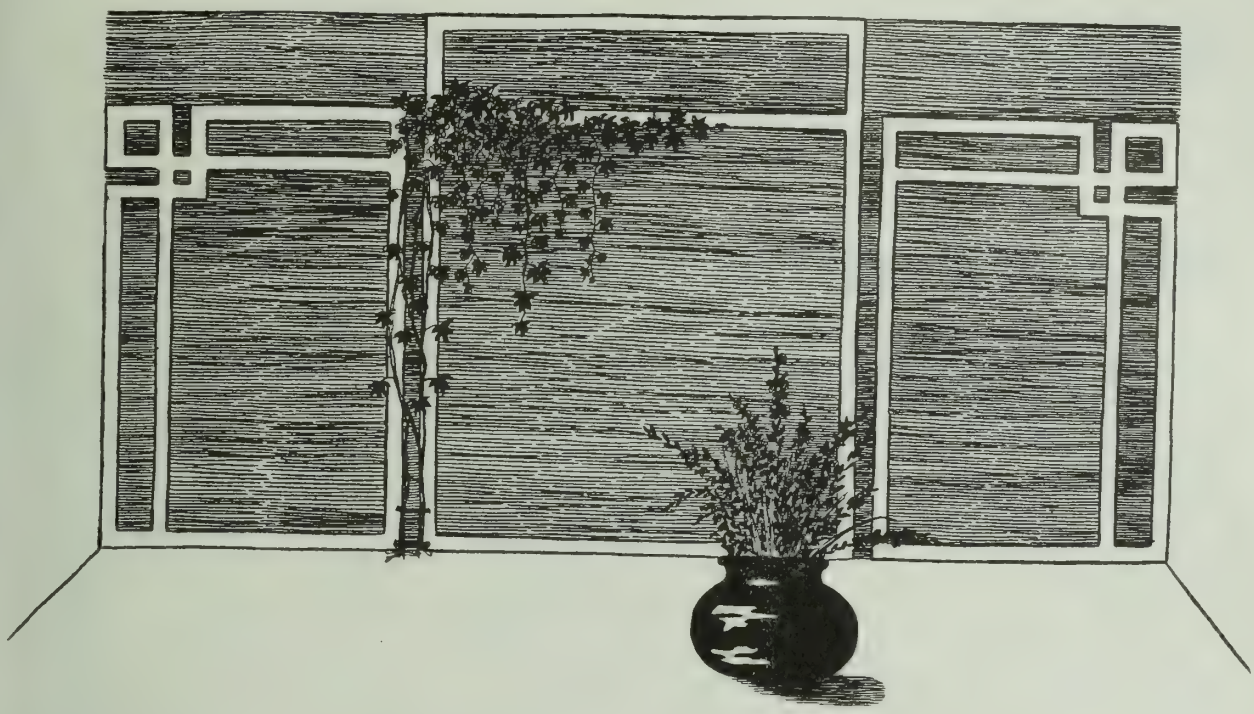
Method of Simplifying the Store System

(Continued from page 10.)

departments where measuring is an incidental, stock-taking is merely an annual event. Where so large a business is done as in the Stone store, the variation referred to is extremely slight.

So economical a system is rendered possible, however, largely by the fact that there are no credit sales to record, no retail accounts to be kept track of. The cash system has been in vogue for some four years past. At both the purchasing and the selling ends of the business, cash is the rule. The

The Value of a Distinctive Background



The display man has an especial opportunity to show originality in his backgrounds. Original effects can be secured with little effort and expense in some cases. Where a background supplies the setting for a display, it is frequently all that is required to carry out the idea that the trimmer is working upon. Thus a landscape background will serve to turn the display into an outdoor scene without much else in the way of setting.

Two drawings are shown of home-made backgrounds arranged by a Canadian window trimmer, both of which have a certain degree of originality. The top sketch has a cubist suggestion and its attractiveness is added to by the introduction of floral effects. This background requires little effort, but in appearance has the advantage of simplicity. The sketch below is of an outdoor scene. This background is of white ratine over packing case boards. It was used for spring window trims and consequently was finished in bright colors, red and green predominating.

cash system of doing business eliminates the necessity of keeping retail accounts, a bill book, and other incidentals.

"The cash system has been in operation here for about four years," said Mr. Spencer Stone, when interviewed. "Our experience is that it is immensely preferable to the credit system."

Asked if the introduction of the cash system had affected the amount of business done, Mr. Stone replied encouragingly:

"The first year we found a slight falling off in our total sales. Once the system was firmly established, however, we speedily made up for that, and business went right on increasing. Our sales so far this year show a quite satisfactory increase over 1912."

Manufacturers and Jobbers

Should bear in mind this important fact, if they desire to approach the retailer who himself practices and believes in advertising, it is obvious that an appeal to him through advertising in "The Review" (the paper he reads) would most likely meet with greater success than any other method.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

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A Message From the C.W.T.A. President

Attention, Members of the Window Trimmers Association: Don't let other plans interfere with your attending the Second Convention in August. If you don't attend, you will certainly miss a lot of valuable instruction and a general good time. No efforts have been spared to make the meeting an excellent one. The committe have secured a large hall in the heart of the business district close to Yonge street. This hall has every convenience for your comfort during your stay here. There are rest rooms, smoking rooms, checkroom, wash room, a fine stage for demonstration purposes and everything necessary to carry out our splendid programme. In connection with the convention hall is another large hall where exhibits of all kinds of fixtures, flowers, figures, card writers supplies, etc., may be seen. Requests for space are coming in and from present indications this exhibition hall will be all taken up by exhibitors.

The committee are securing Mr. Nowak who is an expert on fabric drapery and will give lectures and demonstrations in this line. Besides this we are securing the services of Mr. Cowan who last year gave us such an excellent insight into how windows are trimmed in other cities. Mr. Koerber of Philadelphia will likely be here and treat us to his splendid demonstrations and explanations. Mr. Busch and Mr. Hess and several others will also assist in making the programme interesting.

The displays of fixtures, forms, etc., will be on a big scale and in short the whole programme is to be highly interesting and instructive.

It is absolutely necessary that we have a big attendance to insure success. Come prepared to say something. If you have some new ideas bring them along. Bring along a new member if you can. We will gladly welcome any merchant or any one interested in our programme.

Look up the announcement in the D. G. Review relative to the contest. The medals are worth trying for as they are beauties. See that your photos are listed under the right headings. You have still a month to get some good pictures taken. Read over the rules governing the classes carefully. There is a big list of prizes this year and every consideration will be given you in order to secure one. If you have any suggestions along any line or if you have any ideas for bettering our association don't fail to "spiel them off" at our meetings. Make it a point to get here anyway. If you are not in good standing square matters up with the secretary when you come. A good, jolly, instructive three days attendance will put new life into you, will broaden your experience and make you more profitable to your employer. Tell him this and see that he pays your expenses here. You are entitled to this and Mr. Merchant will find it money well invested. So come along boys on the 11th August and help us make this 1913 convention a banner one.

H. HOLLINSWORTH,
Pres. C.W.T.A.

We want one reliable firm in every town to act as agents for Crown Tailoring

Write To-day

Our Proposition is Worth While
No Extra Stock For You To Carry

Our complete outfit, which will enable you to take orders right away for high class tailored-to-measure men's suits, is at your command, providing we have no agency in your town.

Our proposition is one that will interest the live merchants.

MENS HIGH GRADE TAILORING TO MEASURE CANADA

A postal to-day will bring the information you desire—write it now, for it costs **only one cent,** but may mean thousands of dollars to your bank book.

The Crown Tailoring Co., Limited

Our New Address: 533 College Street, TORONTO

MEN'S WEAR REVIEW.

AUGUST :: :: 1913

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO
SUBSCRIPTION PRICE $1.00 A YEAR

Reliance Knitted Coats

These coats are somewhat different from the ordinary sweater coat. They are strictly high-class, well tailored, to suit your particular customers that wear neat, dressy clothes.

These coats are our own product, designed by experienced men who have specialized in producing coats that are well finished and handsome in design. Coats that have a style all of their own.

It will pay you to stock "Reliance" creations, the kind that brings the customers back to the store. Write for samples and prices to-day.

The Reliance Knitting Company, Ltd.

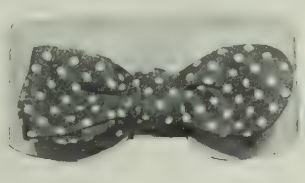
King and Bathurst Sts., Toronto

Are Canadian Men Good Dressers?

ARE CANADIAN men well dressed? Are they slow in adopting new styles? Do they take to fads? Are they willing to pay the price for a good article? Of what should the wardrobe of a well-dressed man consist?

It is generally agreed that they are—They take up innovations very slowly, however, and seldom go in for extremes—New collars are taken up most rapidly of all style changes—What Canadian men wear—A review of coming styles.

The Review has asked these questions of a number of prominent Canadian men's furnishers, tailors and haberdashers. They show a fair agreement as to the first. Yes, Canadians are dressing better every year.



This bow of foulard with polka dot is in great demand. Courtesy of Stanley & Bosworth, "The English Shop."

Slow in taking up new styles, the most agreed. Particularly the extreme styles: those destined to existence for a single season. In this they agree that Canadian men display a pretty fair discrimination. Others were found who made a sweeping charge: it took six months' perseverance before a new style was a "go" in Canada. They were like that heroic type from a certain American state; they wanted to be "shown." The single exception, one student of men's fashions would admit, was collars. The new styles were adopted without a moment's hesitation—or never.

The last mentioned is the owner of a shop that has a good class of permanent customers, as well as a large transient trade.

"One of the best proofs of Canadians' hesitation in adopting new styles was an unusual line, perhaps, of furnishings, knitted bathing suits in a sweater style," he told *The Review*. These are becoming very popular in New York. The advantages are obvious, or at least I have thought so. They do not fit tight to the skin like the old style and are therefore more modest. Then, being of loose weave they are porous and the water runs out at once. They sell at $2 and up but it was nearly six months before we could sell any, except to an actor who had seen them in New York.

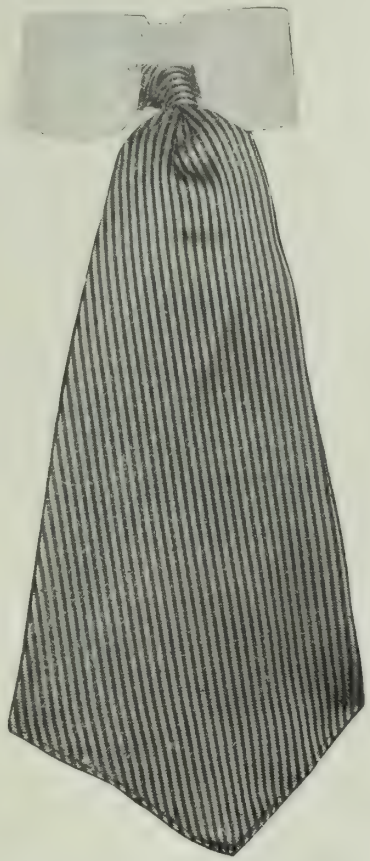
"White silk hose are very slow in being adopted. So will the raised tuck on dress-shirts. Bow ties are another example. These have taken nearly a year to become popular. Men here won't buy a new thing right off the bat. They want to see it worn first. Backing it up does little good.

"Stock bow ties are slow in going. These come in plain shades, black, grey, blue, red and brown, and are quite popular on the stage.

"Collars seem the one exception. The public took quickly to the long 3-inch points this summer and they are also taking up those with a Madras stripe in colors. But usually we have to carry the latest stock six months before it starts moving readily."

NOVEL DIVISION OF MEN.

One downtown dealer in ready-to-wear and haberdashery makes a novel division of his steady customers: two-suit men, three-suit men and four-suit men. The latter are a somewhat rare variety and he designated them as "young men with good incomes, and unmarried." The latter addition implied that the possession of a thrifty wife would transfer them to the "three-suit" column of domestic economy.



London fashion decrees a decided flare below the knot. Courtesy of Stanley & Bosworth, "The English Shop."

Contrary to all principles underlying increased bulk sales, the three-suit man seemed to be the particular favorite of this merchant.

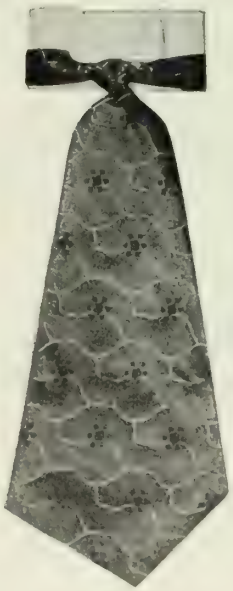
"He's the man," he told *Men's Wear Review*, "who will come in for a suit in March, one of medium weight, a grey, or a blue with a hair line, or something else that is a change from his winter suit. This does him for a couple or three months but with the hot wave in June he is back again for the summer suit—light in shade and material.

Now up to this summer it would be a two-piece suit for him, but we sold more three-piece ones in this line this year than the other. Not that the vest is worn much more during the day, but most men have come to the conclusion that the cooler nights we often have call for a vest, and if their summer suit is minus one, it means a complete change to another suit.

"In the fall he is back, of course, for a blue suit or some other dark variety for the winter, and of course takes a turn at his early spring suit.

"The 'two-suit' man discards the light summer suit: his spring suit must do him in early fall as well as summer, and his choice is a medium between the dark fall and the extremely light summer..

"Our 'four-suit' man is the one who is liable to make his choice any time during the year: he buys his suit on the same principle as most men their ties —any one that takes his fancy and at any time.



This tie is a "made-to-order" of imported silk, and shows the decided flare below the bow. The well-spaced, round wing collar is quite in fashion. Courtesy of Stanley & Bosworth, "The English Shop."

"Of course I do not include suits for dress or other special occasions: that is another matter."

Another reply as to Canadians and styles, placed Toronto and Ottawa in a class by themselves so far as early displays of fashions and their adoption are concerned. The men of Montreal were set behind—but that might be due to local prejudice. Detroit and Buffalo were said to be behind Toronto, and no other American city ahead except New York.

EXPENSIVE DRESSERS.

There are Canadians who are not content with less than a dozen suits a year at a cost of at least $1,000. These would include five or six business suits, spring and fall overcoats, a winter coat, probably two, including a Chesterfield, a frock coat, a dinner suit, an evening suit, a walking coat, and several for a particular line of recreation, boating, golfing, motoring, etc.

Then there is the class who spend $500 a year on their clothes. These men do not discard their dress and dinner suits after a single season; they do like the great majority of mankind, make them last for two or three. They have fewer overcoats likewise, or else use one a couple of seasons. Their expenses for business suits are almost as large, however. A fair guess was made that there were some 150 men in this class in Toronto and about 600 in Canada.

But, leaving aside the struggle to make the average Canadian man dress better, and disregarding that perpetual struggle between the devotees of English fashion and American fashion, explanations in the leading stores of Canada furnish some interesting material on what will and will not be popular in men's wear this Fall.

To begin with, the edict against padded shoulders continues stronger than ever and any incipient rebellion has been crushed. Nature has triumphed against what an English novelist recently described as a projection from the shoulder, a good six inches beyond that limit set by the Creator even for the Goliaths of the Universe. No, all the shoulders hereafter will "fit the form."

The stiff collar promises to be obsolete soon, and instead the soft roll collar is growing in popularity. As to length, most will be a trifle shorter. Patch pockets on side and breast are other features of the new styles. The sleeves are narrow, and the waist line, unlike the pronounced English make, is invisible. The trousers follow the narrow fancy, although they have not reached the extreme of seven or eight years ago. "Of medium size, smaller in the leg, and with a break over the instep," is the description by one tailor, which applies to many lines of ready-to-wear as well.

Vest—"high cut." But, as for several months the tendency has been to encroach on the cravat and the view of the shirt, the fall styles favor a slightly lower cut than the extreme. Even at that the vest will show inside the buttoned coat. Some clothing men add a narrow cuff and collar to the vest.

Tucked waistcoats in rich tints are in strong demand. For evening wear some firms are using a black piping on the white, and a white piping on the black vests.

As to shades, greys in small checks and black and white plaids will be very popular. Blue, grey and black with narrow hair lines running through are always good sellers and navy blue in serges and worsteds retain their immemorial hold. There is a decided difference of opinion as to browns: some declare them "absolutely dead"; others have stocked up, though not as heavily as a year or two ago, and declare that "brown mixtures are good for fall."

CONTROVERSY AS TO SHIRTS.

Shirt fashions will arouse keener controversy than for several years past, especially in dress lines. The

What Canadian Men are Wearing

THE FOLLOWING article was written for *The Review* by one of the best known makers of men's clothes in Canada, a man who numbers among his customers more than one whose orders exceed a dozen suits a year:

Selection of Materials, Suitings—Plain tones as during the past season or two will be very popular. If selecting material with patterns one will find narrow stripes, numerous styles, in small checks, and quite a sprinkling of glen urquharts in various shades of greys, olives, reddish browns and straight browns.

All stylish overcoatings will be of soft texture either in smooth or rough finish, and the shades will be of blue mixtures, olives, greens, greys and browns in equal popularity. Ulsters will be mostly of fancy backed coatings, half-lined and without belts.

Style—While there will be no radical change there is a tendency to get away from the narrow, tight, clinging lines that the best shops have been producing this last year or two. Canadians and our friends across the line do not as a whole take kindly to the small garments, particularly for business wear.

SHOULD WEAR WALKING COATS.

Our business men should wear more walking coat suits during business hours. They give a smart appearance to a man and one does not feel overdressed by wearing them. They are harder to fit and make, consequently they give the wearer the appearance of having his clothes made to order.

Wardrobes—The average well-to-do man in Toronto has an up-to-date one consisting of

One dress suit,
One dinner suit,
One double breast frock or cutaway.
Frock suit.
Four overcoats—2 Chesterfields, 1 Ulster and 1 slip-on or raincoat.
Three fancy vests not including dress vests.
Two business suits for each season, spring and fall.

Of course there are men innumerable who buy this much or more every season, year in and year out, but the list given above is a fair average for the well-to-do class.

More Canadians go south to Florida, Bermuda or other Southern resorts each succeeding winter. They should have a special wardrobe for this trip. This would consist of lighter weights and shades than the summer clothing worn at home, viz.: very lightweight flannels and serges in tans, greys, cream and blue shades. The best shops have been showing the last few years a cloth well adapted for wear both here and in the South. It is known by various names, such as fresno, polo cloth, poral and panama. It makes up exceptionally well and being very porous it is cool and for its weight retains its shape and looks extra fine.

NEW LEASE OF LIFE FOR FANCY VESTS.

Fancy vests will from now on take a new lease of life. The last year or two they had lost their popularity. White should always be worn with a dress suit, and made of silk or pique. Fancy woven silks in light shades should be worn with the morning coat and for dinner preferably black or dark grey.

For this age of motors, it would be well to mention that motoring is very hard on clothes, particularly for the man who drives his own car, and he should at all times, when out of the car, look just as well as his friends who probably do not use motor cars. This especially during business. The motor car owner requires more clothes and these must be looked after carefully.

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pique with the French double cuff is on hand again. Many advise an unstarched cuff for dinner and a starched for evening wear but the softness of the former for most people destroys the dressiness. Linen shirts with white tucked bosoms are carried in many stores and will be pushed in opposition to the pique as the latest fashion. These will offer the double choice also of starched or unstarched French cuffs. Nor must the old line of plain linen bosom single cuffs be forgotten: this will always remain in fashion as an example of quiet, good taste, and most dealers agree that, with the majority of the public, this will not be superseded by any other fashion.

In shirts for everyday wear, black and white and blue and white continue as staples. Pink patterns are having a more active sale this year, and a few shades of tan.

(Continued on page 47.)

Inside view of Oak Hall, Toronto, showing the boys' department wth double rows of sliding cabinets. Altogether 10,000 suits are hung up in this "keep the form" style in this store. The tables are used for displaying the goods which are returned to the cabinets instead of littering up the store. Customers appreciate the chairs for resting while they make their choice. This method of showing the goods takes up only one-third the room of the piled up counters.

Approved Methods of Handling Clothing

Some ideas embodied in the equipment of the Oak Hall store, Toronto—Five times as many customers can be accommodated as under the old counter system—No back to windows in this store.

THIS METHOD of handling clothes adopted by Oak Hall, Toronto, will commend itself at a glance, as combining the preservation of the goods in fine condition, ease in handling, and a saving of space. The illustration shows a view of the north side of this large establishment, running the full length of the store, ninety feet, and taking in the boys' department. A similar arrangement has been adopted for men's clothes at the south side, while in the center are three rows of grouped cabinets, somewhat different in design. But every suit is held by a "wishbone" hanger, hand made to conform as nearly as possible to the human shape. To the same hanger are attached the trousers and vests. In the case of overcoats, the cabinets are of course made to suit the length of the goods. Not only throughout the section devoted to the public, but the reserve stockroom, 40 by 32 feet, has similar equipment. No less than 10,000 suits or overcoats are thus hung up so that creases are impossible and every one, when shown to a prospective customer, retains a dressy appearance. The importance of this towards success in making sales can hardly be over-estimated.

The operation of the side-wall cabinets is obvious from this illustration and numerous others that have appeared in this magazine. The "slides" work readily in and out, and nearly 100 hangers can be accommodated on each.

Another feature that proves its advantages at first sight are the tables. These are provided with chairs for the customers and the salesman unhooks each suit and brings it forward for inspection. It is returned to the slide before another is brought out. There is no piling up of goods, no counters are required, inspection is simpler, and the customer is not tired out by the operation, which is made to appear a pleasant rather than a tedious task. From the point of view of a space-saver, J. C. Coombes, the manager, estimates that five times as many people can be served in the same space as under the old time system of piled-up counters.

In the centre of the cabinet will be observed a triplicate mirror which many clothing dealers—with their customers—regard as an essential.

The central cabinets are entirely of glass and work lengthwise instead of by the end, as is the case with the side cabinets.

Another point in the equipment of this commodious store, which is not shown in the illustration, is the absence of "backs" to the windows. This detail

is the especial pride of the manager who takes credit for the idea.

"One advantage of leaving the entrance to the windows open," said Mr. Coombes, "is that there is the same temperature beside them as in the rest of the store, with the result that the surfaces never freeze in winter. Another is, of course, the added light we secure for our store, which, generally, is shut off entirely by the wooden background. And a third is the fact that passers-by can see right through our store, instead of only the windows and the small strip visible through the front doors.

"A man from St. Louis who was looking for pointers was in here a day or two ago and was quite taken with this idea, and told me he was going to adapt it to his St. Louis property."

Are Canadian Men Good Dressers?

(Continued from page 45.)

A new style of shirt that some look on with confidence as a good seller has a short stiff bosom with the pattern running across. Some are pleated. The advantage of the short bosom is the lack of encumbrance or the bulging of the vest.

Taffeta shirts in quiet designs promise to become popular for business wear and some houses have been stocking heavily for the Fall.

In collars the verdict is unanimous that the close fitting double style is doomed. The whole tendency to-day is to one slightly open, starting in some cases at the top, and in a few lines half way down. The difficulty with the tie in the close-fitter probably is responsible for the innovation. One brand is slightly parted even at the top. The long three-inch points which became popular suddenly this summer are likely to disappear, temporarily, with the cooler weather.

The vogue of the double collar is face to face with a formidable rival, however, in the turn down collar with the round wing. This design appealed at once to the popular fancy and has been selling on every side. Against it the sharp points are having a hard and losing struggle and the "straight" collar that has stood so long for dress purposes is vanishing from view. The round wing is particularly well adapted to the bow tie: indeed it is probable that the dress bow established this collar for evening wear, just as vice versa the collar itself has been the reason for the renewal of the wearing of bows for business dress.

BRIGHT COLORS IN TIES.

The fall ties show an even stronger leaning than before to bright colors, and a tendency to a wide flare below the bow, and large flowing ends. Knitted ties are much fancied again. They are a trifle wider, in plain, bias and cross stripe treatments.

During the summer bow ties have after a long struggle established a hold on the public. The appearance of the rounded wing collar was partly responsible for this as the combination created a favorable impression at once. The simple navy blue polka dot design was one of the best sellers but all kinds of plain and fancy foulards were in demand.

The "single end" bow is a new idea that is already showing signs of becoming popular. The purpose is not so much to secure a curved end on one side only—that is a mere detail—as to stow away in some convenient place any surplus length that is so annoying, particularly to men who wear low sizes in collars. With the new design, as shown in the illustration, only one end is broadened, and the other is taken care of by being carried up under the collar and behind the neck band. It is specially adapted for dress purposes and where a wing collar is worn.

Elsewhere are given cuts illustrating some of the latest designs.

The summer season has witnessed the usual run on silk socks in black, tans, greys and whites, and the brighter hues with silk workings. White has had a hard fight but seems to be winning a permanent hold with the public. It will be used to a less extent this fall with light shades of grey. Black in silks, cashmeres and woolens will be the standard winter stock.

In gloves the regulation tans and greys and whites will be sold for their appropriate occasions as before. Natural chamois is gaining a hold for morning wear, with black points for dinner and evenings. A rather "thoughtful" line, from a lady's standpoint is a white kid with the palm made of net, which is designed to prevent soiling of the waist in dancing.

Featuring One-piece Suit

The idea of specializing on one-priced suits is one that appears to be growing in many places. While there are a number of such firms who make nothing but a one-priced suit, $14, $15, or $18, as the cost may be, there are many others who carry almost a full assortment, but keep all except specialized suits in the shade, so to speak. Such concerns, since they know in detail what it costs to make a suit, are in a position to produce these goods at a greater profit than those who make almost equal quantities of all prices since their methods are fully systematized and no wastes in trimmings, etc., are encountered.

There is a class of trade which this system clinches firmly. They are those of limited means who decide what price of suit they want and not what kind of suit they want. Not meaning to infer that they do not obtain variety of style in these houses, because as a matter of fact they do, but the predominating idea when they start out to buy a suit is. "What shall I pay?"

What Percentage for Advertising Outlay?

Opinions of correspondents as to the amount which the merchant should expend on advertising—Some say 2 per cent. others advise as high as 5—Conditions of each business must be considered.

WE START out with the proposition that every live business concern desires to hold and increase its trade, to the utmost, and that in order to do so it must advertise, for advertising pays.

There are many kinds of advertising, and many ways of getting the advertising to the place where it will bring best results, but the production of good advertising costs money and the placing of it in the channels which will bring best results costs more money, and the questions every man must solve is: How much money can my business afford to invest in advertising? and how can I get best returns for my investment? (Notice I said invest, not spend, for we should look upon our advertising as an investment, and one that requires as well thought out consideration as any other of the investments which the business man must make, and should be, made with due regard to the returns which may be gained therefrom). This will be decided by many conditions. First: The age of the business, the initial expense for advertising in introducing a business, or an article, may well be allowed to bear a much larger proportion of cost in comparison with the amount of business done than would be thought advisable in a business which is well established. Second: When a business is established, and results may seem to have reached a satisfactory basis, the proprietors may think it wise to reduce the amount invested in advertising believing that a considerably smaller amount will hold the business at its present condition, but to me the much better ideal to plan for, and question to ask would be: How much per cent of my present receipts may I judiciously, and successfully, invest in advertising in order to keep my business growing to its full possibilities and have as little waste as possible in expenditure? In the third place, the number and class of my competitors, with the amount and quality of the advertising done by them, would require to be considered, and would have its influence in determining the amount I would require to invest in advertising. And yet further the classes of people I had to appeal to, and the means by which I could best reach them would be a factor in determining the amount I would require to invest in advertising.

My idea would be that not less than one per cent of the gross amount of business done ought to be invested in advertising every year, in conducting an established business, that oftentimes two per cent may be required to hold present business, and provide for a steady growth, and that as high as three per cent may be wisely invested in introducing a business.

With some lines of business which carry with them an extra profit the investment may, with advantage be much larger, but each business requires to be considered by itself, carefully, the different kinds of advertising tested and the sources through which it may best reach its public tried out, and as far as possible results tabulated, comparisons made, and the appropriation wisely distributed in proportion to results obtained. H. C. FORMAN.

Five Per Cent the Limit

To make a definite statement regarding what ratio of a store's turnover should be appropriated for advertising purposes is a problem which it is doubtful if any person can solve. If every man who advertises successfully were to prepare statistics of his advertising expense of past years, there would be such a wide diversity of opinion as to be amazing. Copper is absolutely insoluble in water but placed in nitric acid (aqua fortis, or literally, strong water) it is very soluble. Sugar or salt on the other hand is quite soluble in either.

Thus it is with business and advertising. Some businesses are like salt or sugar. Their natural combinations are such that their problems are dissolved with just enough advertising to keep them from becoming dry and crisp, while others require the administration of a powerful advertising solvent in order to eliminate the formations of metallic strength with which they meet along their path to success.

There is no doubt, however, that advertising is the aqua fortis of all business getting problems, and whatever the cost or whatever percentage of turnover is appropriated for advertising, it will be returned in ample quantities. Sometimes this return is immediate, more often only a small portion is quickly obtained, the remainder exhibiting itself a considerable time after the advertisement has been in circulation.

No part of business expense is so well used as that spent on advertising

The Problem.

Advertising has become a very essential part of the retail business. No one doubts now that advertising can be made the direct means of increasing the turnover.

A question often asked is: What ratio should the amount set aside for advertising bear to the total turnover? What percentage should be allowed for this purpose?

The Importance of Advertising

The quality of advertising to-day is different in almost all its essentials to what it was only a few years ago.

Advertising to-day is of a vastly superior quality to what it has been at other times, and this necessitates a better man to write that advertisement. This man is not obtained at any small expense and his employer is anxious that his work will be most effective he will not be willing that his time be spent on cheap advertising.

The most successful ad. man of modern times is not the fellow who can write preposterous phrases. Advertising has had three important changes within the last two decades.

The first form was what might properly be called the pugilistic stage, when the man who would ornament his expressions with words which when articulated, would sound like the booming of an English Artillery corps was looked upon as a master of advertising.

Then came the day for the flowery gentleman. To write an ad. it was necessary for him to have a rich flow of words with many syllables. The more the etter. His ad. was not finished unless he had decorated it with elongated words and phrases.

The next stage and the stage of the present day was that of the better educated advertiser. It was necessary that he have a good flow of language but it must be of the unassuming variety. Words of one, two, and sometimes three syllables (but never more) was and is the advertisement that is read by all classes of people (the best educated being among the first applauders), and this is the one which brings the first return.

There are many cases where only a small proportion of the real benefits of an advertisement are obtained after it has been put into circulation. Fully three-quarters of the returns are often delayed for a considerable time.

A thorough business man who has traveled a great deal, has visited New Zealand, Australia, Germany, France, The British Isles, and United States, in fact has been in almost all parts of the civilized world, has made the following remark,—"In all my travels I have never seen a successful business concern that is not a great advertiser." This from such an authority speaks volumes for advertising.

It is now distinctly evident that much more money must be spent on advertising than was done a number of years ago . If a business man wishes to be in the mercantile game he must get there with both feet.

schemes, and should be considered (by those who use systems which detail every expense), as a distinctly separate account from the others which are placed under the head of advertising.

While some concerns may get along with a small amount of publicity and still do a fairly large business, yet if they are able to cope with a larger turnover, they should advertise more. But there are a few growing concerns that should spend less than four or five per cent on publicity. This, of course, takes in all forms of the publicity side of the firm.

It is difficult to follow any stereotyped form of advertising because when business is dull much advertising should be done, while when business is good the advertising should be kept full of snaps in order to keep up the boom.

SUCCESSFUL ADVERTISER.

Believes in Liberal Advertising

The question of what per cent of a merchant's turnover should be spent on advertising may be considered with the same thought as, what percentage must be spent to sell goods?

Advertising is beyond doubt the most direct means of increasing the turnover, although the advertising expense of any business is not a direct and unerring indication of that concern's turnover.

To meet with success in any venture we must be willing to pay the price of success, whether that price be hard labor, dangerous chance, or intelligent investment of our means. We must be willing to give our time, energy or money, and these to no small degree if we wish our venture to have a successful outcome.

Conditions are changing rapidly in this respect. What policies men had years ago regarding advertising would be of no use to-day. Present requirements demand that a man advertise, and not only that he buy space in some circulating medium, or erect a mammoth sign along the wayside, but he must intelligently use that which he has so bought or erected. When he has gone a mile he must add on another mile, and still another and so on, until he no longer thinks of miles but in multiples of these. Having begun advertising, his money will come quicker and easier, and this he must invest in the same profit-paying stock which he made it in, that it may yet bring forth more talents.

When we regard advertising simply as an investment, which in short it really is, a person has no hesitation in putting into this investment all he possibly can.

A business which has a turnover of $100,000 a year can easily afford to spend from $3,000 to $4,000 of this on advertising investments, and a concern with a turnover of $200,000 should not feel that they were straining a point by spending from $5,000 to $7,000 on their publicity department. A. E. R.

Suiting Styles Passing Transition Stage

Tight-fitting or half-English suit is establishing itself—Stripes are giving away to checks—Plain colored goods in favor—Three-buttoned sack seen—Materials which are being most used.

MEN'S SUITING styles are now passing through one of those transition points in which an almost complete revolution takes place. This branch of men's trade exhibits the cyclic order to an even more marked degree than the greater part of male attire. Loose fitting garments follow tight-fitting and these in their turn are followed by the former. Checks follow stripes, plaids follow checks, and stripes again follow plaids, and so on with only slight modification from year to year and from radical change to radical change.

Thus we have now reached that point where the loose-fitting garments are giving way to the tighter and more form shaped variety. The stripes that have been dominant for many years are giving way to checks.

As a natural sequence to the advent of checks we will shortly see the large plaid designs. These are at bottom only, magnified checks of varied character.

The tight-fitting or half-English suit is establishing itself very strongly. While it has not met with an exceedingly great burst of popularity it has grown very rapidly, and will shortly be accepted as a matter of fact.

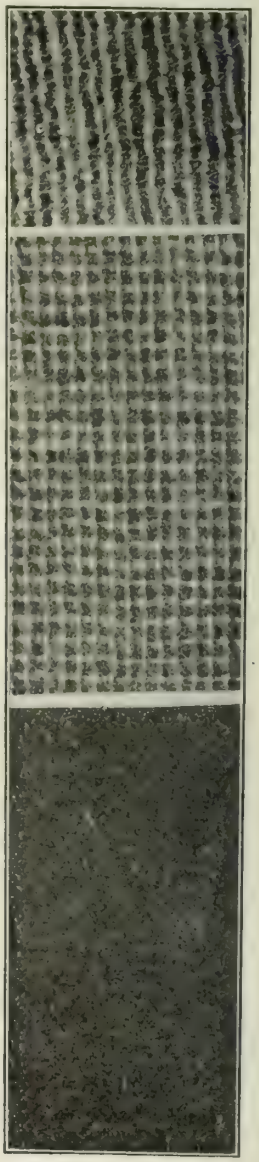
The demand in Canada for this newer style varies considerably with the locality. The eastern trade has accepted it definitely. The west still demands the loose-fitting garments. While again on the Pacific Coast the tight-fitting style is followed very closely.

The trade as a whole, however, has been in better quality goods. This is indeed gratifying as the manufacturer is in a position to produce better style and fit in garments when the material is of a more reliable grade.

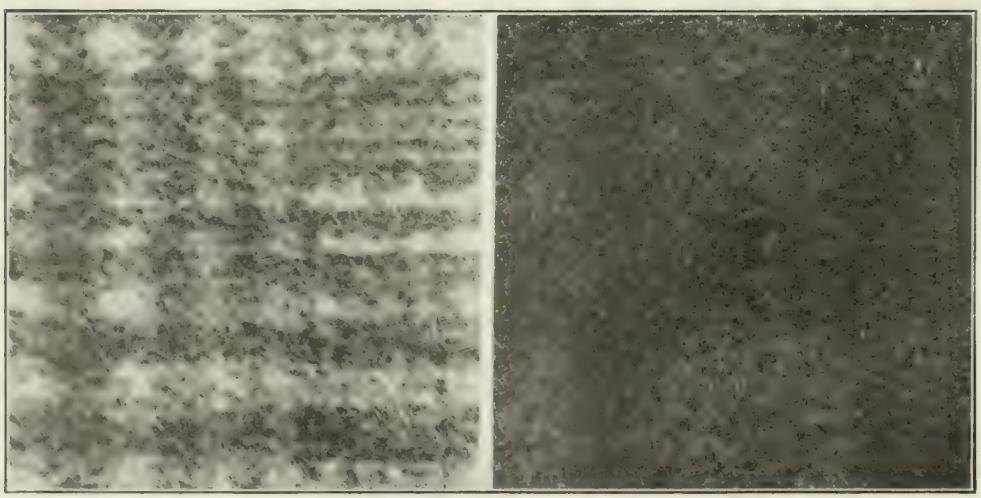
The wool market has recently experienced a decided rise in prices, and it is feared that this will not end where it now is but will gradually soar to a much higher point. If the tariff bill in the United States carries, and there is almost certain to be some change, whether it does so or not, and free raw wool is admitted to that country, the increased demand will raise the price considerably. If on the other hand this is not placed on the free list, the tariff on woven fabric and manufactured goods will undoubtedly be lowered to a great extent and this in itself will have a wonderfully telling effect upon the price of woollen fabrics.

While the most marked pattern is the checked design yet many almost invisible effects are to be seen. The wide stripe is a thing of other days, but very fine hairline stripes, some of which can scarcely be seen are very popular indeed.

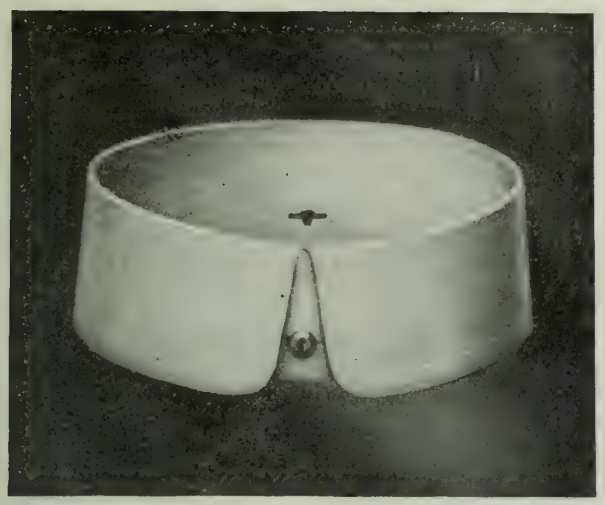
The heavy tweed effect has lost ground rapidly and its place has been taken by worsteds, many of which have a soft fin-



Popular suiting designs featuring the extremely small designs. Shown by McAlpine Richardson Co., Toronto.



Plaid designs for the new Norfolk jackets, described elsewhere in this issue.



Every sale of

Arlington Collars

is a recommendation for your store

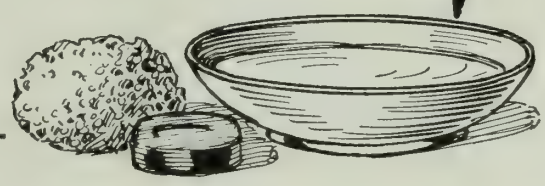
Men and boys who wear Arlington Challenge Collars always speak well of them. They have the appearance of a nicely laundered linen collar but have the wear of many. Challenge Waterproof collars are made in four grades of coated cloth and two grades of solid stock, each superior to any other make at the same price.
No laundering—just wash off with soap water and sponge.

Send for samples

The Arlington Company
of Canada, Limited

54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



"KING EDWARD" SUSPENDERS

Retail 50 C. Price

Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

THE HIT OF THE TRADE

44 Shades in $4.50, $6.50 shapes, 7 day delivery.

Use the show card as above, 14 x 11, 4 colors and embossed

Neckwear Department

Crescent Mfg. Co.
Limited
MONTREAL

ish resembling the cheviots to a considerable degree.

Plain colored goods are strong. Navy blues, since being staple lines they are always strong, will be even more so in a short time. This is no doubt mainly due to the fact that many persons who are too conservative to be attracted by the new patterns will resort to these plain fabrics until they have become thoroughly climatized to fashion's decree.

Browns are featured as something distinct in colors. The shades are of a rather medium tone with a tendency toward lighter effects.

The two buttoned sack is in reality the most popular. Many, however, are actually three-buttoned but the top button is more of the false nature, coming in the lowest extremity of the collar it is almost entirely obscured by this, while it may be used if desired.

The soft roll collar falling quite far down the front of the coat is most popular and indeed very effective. The upper extremity of the lapel forms with the main collar what is known as the pointed collar. This consists of a much closer fitting V shaped joining that has been customary for that portion of the coat.

Norfolks for spring will be exceedingly popular as a novelty, and many very stylish ideas are shown by some manufacturers.

The great quantity of these have yokes and this offers a source of considerable individuality. A novel idea is a series of three small pleats on the front of the coat, running from the yoke to the belt only, others run to the bottom of the coat. They all have vents, some of these in the form of an inverted pleat but this style will not be nearly so popular as the fully open form.

Some belts completely encircle the waist while others only extend around the back and terminate in front at the location of the pleats.

Patch pockets are going to be used considerably on both Norfolk suits and summer goods.

Vests are cut rather highly up and show at least one and in some cases two buttons above the coat.

A shawl collar will be an addition that will be well received as a trimming for the vest.

Fancy waistcoats, although always used by a small number of dressers, will be very much stronger in the near future. Light colors are gaining in favor and the darker shades will shortly follow.

Trousers will for the greater part have cuffs. These relieve the plain appearance of the tight fitting garment and also add considerably to the hang of the trouser.

Sleeves will be made comparatively plain and for the most part will have only two button trimming.

A decided novelty and a garment that is growing rapidly in popularity with our cousins across the border is the Norfolk jacket. This is made from a checked mackinaw with a brashed finish. Although the fabric is thick yet it is by no means heavy, but of a fine grade and very warm.

The patterns are large checks and plaids in colors in scarlet, green, tan, and grey in combination mainly with black and presenting exceedingly pretty effects. These patterns are all reversible and form an internal finishing to the garment.

The coat will almost certainly prove very popular with both men and women for motoring, curling, skating, and various outing purposes. Many people will welcome the garment for these uses because, although an overgarment yet it is not cumbersome around the legs.

The Ulster overcoat with large collar which may be buttoned up closely to the neck seems to have come for permanent stay, and considering the garment from the standpoint of comfort this is not by any means an amazing fact.

HEAVY WEAVES FOR OVERCOATS.

Overcoat fabrics in very soft yet heavy weaves are enjoying great popularity. These heavy weaves made from a very soft yarn have the advantage of making the garment rather light but decidedly warm.

Shawl collars with a long roll are by far the most popular. These are extremely dressy besides being distinct from previous styles.

The Raglan shoulder or shoulder made in one piece with the sleeve is decidedly a thing of the past. This part of the coat is now made with a wide seam, and in distinct sections.

Coat linings have recently undergone a marked change. The fancy and highly colored linings have given way to self-lined materials. These are very effective and are carried out in exceedingly tasty designs in many fabrics.

Imports of Furs

The total imports of fur skins, undressed, into the United States during the first nine months of the fiscal year 1913 were $11,436,679 as compared with $11,736,833 one year ago. Imports of dressed furs and manufactures were $6,065,928 and $6,464,890 respectively.

From various countries there were as follows:

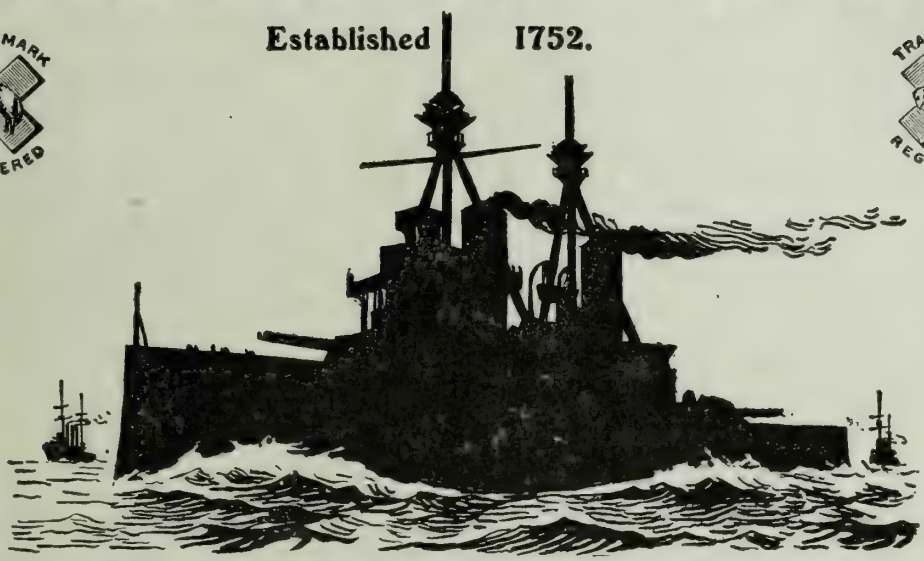
	1913	1912
CANADA.		
Undressed	$1,651,495	$1,660,053
Dressed and Manufactured	65,428	68,252
GREAT BRITAIN.		
Undresed	2,541,123	2,138,478
Dressed	723,399	712,600
GERMANY.		
Undressed	3,230,646	4,763,959
Dressed	1,892,440	1,770,703

VANGUARD KNITTING WOOLS

TRADE MARK REGISTERED

Established 1752.

TRADE MARK REGISTERED



Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.

Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

Imperial Pure Wool

—the underwear of thirty years standing

—the result of specializing on one line

Underwear

When we look back over the past thirty years of phenomenal success we become stronger advocates than ever of the specialization of any line.

Especially is underwear-making benefited by specializing on one class of goods, for experience is the best teacher and devoting the entire facilities of one factory to these goods is the surest way to attain the experience.

We specialize on the manufacture of wool underwear, including: Men's natural wool, men's elastic Knit, men's high grade Imperial. We also make some excellent values in men's double thread Balbriggan.

Ask your wholesale house for Imperial Brand.

Write for samples to-day.

KINGSTON HOSIERY COMPANY

KINGSTON — Established 1880 — ONTARIO

Soft Hats are in Remarkable Demand

Best quality cloth hats are selling well —Browns, greys and greens the predominant shades—Tendency is toward higher crowns in hard hats—Much experimenting being done with the bow—Larger shapes shown in caps.

THE HAT and cap trade is one that has this year felt the tightened condition of the money market to probably a greater degree than some other branches of merchandising. While some dealers report a decided advance over last year yet there are many others who have found a marked decrease. However, by a reasonable balancing of current reports it may be inferred that there has been a fair increase.

The most marked demand for fall trade has been in soft hats. These will be particularly stylish.

There are many occasions for which the soft hat is not the correct thing, and again the hard hat holds its place with a Hercules grip for general wear, and there will be many of these sold, yet the volume of business for fall and spring will be done in soft hats.

These hats are somewhat varied in character. Although the shapes have a great deal of similarity, there is a decided difference in the material.

There is not much doubt but the better quality cloth hats will be the leader, inasmuch as they have so many things in their favor. They are much more indestructible than most other hats and, if they become crushed or soaked in a rain, they are not so liable to be completely ruined. They are made for the greater part with well stitched crowns and brims, and many excellent patterns of cloth are shown in them. The most favored of these are decided checks while many are of a somewhat indistinct design, others are in perfectly plain patterns. The colors are for the most part brown while many greys are shown. These latter tones shade into the green effects and then vary until decided colors are reached. These greens are distinctly nobby and will no doubt enjoy considerable favor.

A novelty which will meet with great approval for early fall and late spring is a soft silk hat, made from both silk and cotton mixtures and taffeta silk. The brim is quite rigid while the crown is very flexible. The hat is decidedly light and cool and will give excellent service for business men, etc.

The soft felt hat holds a strong place and has a somewhat more dressy appearance than those made from other materials. The brims are for the most part of a flat nature with a gentle curve on the sides which adds considerably to the character of the hat. A glance through a fairly representative range of of these shows browns, and greys the most prominent, although greens do not by any means occupy a subordinate place. A great strength is shown in some shades that can scarcely be classed as greys or greens, in fact to persons with lack of color discerning abilities the classification would be utterly impossible, the shades being so decidedly characteristic.

For high-class trade the velours will be greatly in demand. These are shown almost entirely in reliable quality, and will make a great appeal to business and professional men who are fond of something which is decidedly of a better grade than that which is worn by the masses. The colors for the greater part are of rich brown effects although grey and green are shown in large quantities.

THE POSITION OF THE BOW.

The position of the bow seems to be a source of great experiment on the part of the manufacturer, and the outcome has been that the bow is now placed at the back which is the most distant point possible from the original location. Some are shown on the three-quarter but their popularity is small as compared with the back position.

The popular style of head wear, shown by Cooper Cap Co., Toronto. In the cap note the plaid design and large peak.

Hard hats are changing very slightly from what they were a year ago. Recent styles have been decidedly too extreme, many persons being unable to wear them because of the extraordinary shapes.

Continued on page 58.

To Wholesalers and Manufacturers

Just What You're Looking For A Sure Seller

FASCOL PRINTS

THE SHIRTINGS FOR SEASON 1914

Guarantees

Fast Colors
Smart Clothes
British Manufacture
Up-to-date Designs

STOCKS NOW READY

MANUFACTURERS: Geo. Tingey & Co., Ltd., 43 Mosley Street, Manchester, Eng.
CANADIAN REPRESENTATIVE: Dingman & Co., 12 Sheppard Street, Toronto
LONDON OFFICE: 15 Watling Street, E.C.

Boys' Clothing in every sense of the word

Lion Brand is truly boys' clothing if for no other reason than the fact that it gives the greatest percentage of service that has ever been embodied in any boys' wear.

It is boys' clothing because the boys themselves appreciate the natty styles.

Write for sample order. First, write for catalog.

The Jackson Mfg. Co.

CLINTON FACTORIES AT **ONT.**
CLINTON, GODERICH, EXETER, ZURICH.

Wreyford & Co.

TORONTO
Wholesale Men's Furnishers

We are Specialists in Men's Wear — Everything new, that is also good, we can supply. The Leading Manufacturers we represent are:

Young & Rochester

London and Londonderry

"Wyanar" Shirts and Pyjamas in Zephyrs, Oxfords, Silks and Taffetas—Select Neckwear for Christmas now ready.

Correct Dress Wear

Tress & Co.

London and Luton

High Class Hats—Caps and Straws. Shown by best trade in Canada and U.S.A. Latest Styles—The "Rosmar," The "Strath."

Dominion Agents for "Aquatite" Coats for Rain and Shine in Gabardine, Silk and Ulster Cloths.

Call when in Toronto or ask for our travellers to call on you.

KNIT GOODS NEWS

Review of Conditions in Knitted Goods

Retailers should be taking advantage of early shipments by purchasing knit goods now—Quiet colors and solid tones are favored in men's sweater coats—Will shipments be hard to obtain in underwear in Spring?—Fewer patterns in hosiery.

HOW MANY retailers are taking advantage of early shipments and pushing knitted goods now? Those who are not are, in the opinion of many, losing a good opportunity of increasing their turnover to a great extent in these lines of merchandise.

The new Fall lines of sweaters and sweater coats have such attractive features that they do not require a great deal of pushing, but if given a little in the way of exhibiting their advantages for outing wear for early Fall, such as boating, motoring, etc., the turnover would be greatly augmented. The cool evenings of Autumn are productive of great results in the way of starting people to think of protecting their bodies, and it only remains for the retailer to offer suggestions by suitably displaying the goods; and his stock is kept moving.

Another source of business should lie in the way of outfitting in all requirements for boys who will soon be leaving home and migrating back to college. This class of trade is generally good and many localities have a number of these boys in their midst, who if given a little attention, would turn over considerable business.

Light weight sweaters should be exceptionally good for Fall, especially in the lighter saxonies. These being produced in so many grades that selection may be made, suitable for any time of year. Many people make use of a light saxony coat under a heavier one of the same material, a cardigan, or worsted, for extremely cold weather outing in Winter.

For the more frigid times the cardigan or heavy worsted has advantages over the saxony, but many men who are given to outdoor sport keep both weights in their wardrobes.

The combination collars have many points which make them popular at all times of the year. The fact that the garment may be used with the heavy looking collar obscured in moderate weather, and by a simple manipulation, may be buttoned up snugly, is a strong selling argument. There are many roll and shawl collars that are also useful in this respect and almost vie with the combination collars for usefulness. There are few shawl collars, but by a simple roll may be converted into almost any effect desired.

QUIET COLORS PREDOMINATE.

Solid shades and quiet colors are decidedly the predominent characteristics of new Fall goods, and exceedingly rich tones are shown in pearl greys, light browns, and tans, while a quantity of rich red is also exhibited. To stress the popularity of these shades and increase the demand for them some prominent stores are making window displays of solid colors. If greys are exhibited, then grey only can be seen in the window, and likewise with tans, browns, or reds, as the case may be. These make very effective displays and when the scheme is artistically carried out and the whole spiced up with an appropriate card, it cannot fail to be attractive and also a business bringer.

STANDARDIZING SIZES.

A problem that has long been engaging the attention of dealers in sweaters and sweater coats is that of a standardizing of sizes. This is being dealt with by American manufacturers with a view of co-operation in size standards and it is not before this scheme is due, as it is the cause of great difficulty among dealers.

SELLING MEDIUM WEIGHTS.

The time to sell medium weight underwear is now. This could be turned over and good profits made on it if it were just given a little more prominence and displayed in the windows at this time of year in place of so much Summer goods that are sold at reduced prices and no gain made, with turnover so meagre that it is not worth the trouble.

Combination suits are now becoming easy sellers. These through gradual improvements which have been worked out from time to time have firmly established themselves as being vastly superior to the older form of two-pieces.

Indications point to an extra trade in spring underwear. American mills state that previous to July 20th over 70 per cent. of their business had been

DO YOU want the agency for a line of tailored-to-measure clothing that sells with little pushing?

WITH an immense organization behind us for the production of men's superior quality suits and coats at popular prices, we offer a live merchant or progressive tailor in every town and city in Canada, the exclusive right to handle the complete range of "International Tailoring." Our garments are perfectly tailored and have good trimmings. Our garments are those **which fit.**

We want live men to handle this proposition. Are you one?

Write for samples and literature giving full particulars. It's worth your while

We also cut, make and trim your own goods.

International Tailoring Co., Limited
62-64 John St., 2-4 Mercer St., Toronto

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

PIM'S
IRISH POPLIN

For Distinction, Refinement, Durability, select

PIM'S IRISH POPLIN TIES

They are the most fashionable Ties obtainable, and present a wide range of tasteful designs in self colors, stripes, etc.

Wholesale—PIM BROS. & CO., Irish Poplin Manufacturers, William Street, Dublin.

Canadian Agents—Hyndman Commission Co., 156 Lombard St., Winnipeg. Thomas Brophy & Sons, 41 Herald Bldg., Montreal.

done for Spring, 1914. This shows that American dealers are gauging the trade and by no means fearing for the future.

Repeat and sorting orders for Spring will no doubt be hard to obtain, because from all present indications the supply is not going to be equal to the demand. This is the result of numerous forces exerting their influence on the trade. The most important of these is the conditions that have been prevalent in the West. Owing to the financial scare which is now happily looking as though it would shortly pass over, many mills have laid plans to produce a limited quantity of goods for stock purposes of filling short orders. And as a result when Spring business opens up there will very probably be such a demand that what small amount of goods has been made up will be rapidly consumed and other orders will have to await production.

Hosiery trade is assuming a little firmer position from time to time. It is now not nearly so much of a gamble on varying season goods as has been the case in the past.

There is a great tendency now for people to wear the same weight hose the year around, save for the case of heavy wools. Many persons use light costumes in all seasons, while others prefer heavy lisle, mercerized, or silk for either Summer or Winter. This is an advantage from both the retailers and manufacturers standpoint as they are not so liable to accumulate dead stock.

Heavy woolen goods are an important exception to this, however, but these only constitute a limited and, proportionately to other lines, a decreasing portion of men's hose.

Pattern designs in men's hose are becoming less and less popular as time goes on. This may be attributed to the fact that there have been so many cheap and glaring patterns on the market, that they have no longer remained a novelty, and as a result have fallen from favor.

Plain colors in lisle, mercerized, or silk fabrics are used most extensively. Flashy tones have little favor, but the quiet shades are extremely popular.

Double sales and reinforced heels and toes are becoming almost necessary requisites of all grades and weaves. Some silks and lisles, as well as artificial silks and mercerized goods are shown with four, and even six-ply heels and toes. These reinforcements make a stronger selling feature in men's hose than women's or children's, and should be given great stress by the salesman in describing his goods to the prospective customer.

Soft Hats are in Remarkable Demand

(Continued from page 54.)

The result of this is a demand for return to higher crowns which next season will be even more marked. With the higher crowns will come the deeper bands which are even now showing change. The brims are exhibiting a little more curve than has been customary.

LARGER CAPS SHOWN.

Caps are of decidedly larger shapes. This has been the result of a gradual growth and many merchants foreseeing this have in the past bought only what they felt confident of being able to clear from stock.

The large square peak has entirely displaced the smaller and more rounded style. This increased size is demanded on account of the greater flare on the main part of the cap.

The plaid patterns are decidedly becoming the most popular design. These are very stylish and should meet with great popularity by persons who have a fondness for the more dressy effects.

Small checked designs in black and white and in two-tone brown combinations are very strong, particularly so for use with suits of similar designs.

The extremely large checkered design which has been so noticeable in recent times is too conspicuous and faddy to live long and is already on a rapid decline. Its outlook is of a decidedly limited character which is generally the case with such extreme departures.

One manufacturer shows a very effective fancy cap called the "Clifton." It has a double raised seam at places where sewing is necessary, and has several small box pleats running from the band to the external border of the cap.

Some excellent combination silk and wool caps are shown and are very effective. They are very light in weight and admirably suited for early Fall and late spring wear.

Changes in Fur Tariff

The Senate Finance Committee of the United States with the approval of the Democratic caucus has made the following changes in the tariff bill as it relates to furs:

1.—Furs and skins of all kinds not dressed in any manner are exempt from duty. The House had placed an ad valorem duty of 10 per cent. on all except dogs, goats, rabbits and hares.

2.—Twenty per cent on furs dressed on the skin, not advanced further than dyeing. In the House it had been fixed at 30 per cent.

3.—Thirty-five per cent. on manufactures of fur —a change from 40 per cent.

4.—Forty-five per cent on all articles of wearing apparel composed of or of which fur is the component material of chief value—in place of 50 per cent.

The measure is expected to pass about the middle of September.

Wm. H. Leishman & Co.

Limited

119 Adelaide St. West, Toronto

CANADA'S BEST TAILORS
TO THE TRADE

are now showing their complete range of samples and models

for

SPRING 1914

Samples for made-to-measure orders supplied to reliable merchants

MAKERS OF THE BEST TAILORED GARMENTS FOR MEN

Quieter Shades are Favored in Neckwear

The vogue of vivid ties is not likely to last long—Quiet tones are being shown in Fall and Winter lines—Vivid borders are seen, however, in many lines to offset the quiet shades employed—Some popular ideas.

NECKWEAR manufacturers report business so far this year to be not quite so booming as a year ago, and in view of this do not feel justified in making any definite estimate as to what will yet come. Some, however, are laying plans for coping with a larger demand. It is to be hoped that this will be the case, and in fact it could be expected, in as much as there remains almost one half of the year and by all means the better half from the standpoint of the neckwear trade.

The late Summer had no doubt a telling effect upon wash goods trade, but this is no reason why the fall selling should be backward in any way. The Xmas trade should be a bumper one and no doubt it will be so.

The good-will feeling between man and man which exhibits itself more and more every year in the way of Xmas gifts, is productive of growing results in the form of an increased necktie trade. There seems to be no article for any purpose whatever which has such a free exchange as neckwear.

Tasty and attractive goods is the standard of measurement by which this Xmas turn-over may be computed. If the retailer wishes to obtain the bulk of this trade in his locality, he must arrange his stock with that end in view. While it is a recognized fact that some lines will sell at Xmas that would never sell at any other times of year, yet no retailer can expect a great turn-over with a stock, the greater part of which has been shown in his windows and display cases at various times throughout the year. The stock must be well sorted up with popular and tasty goods.

The patterns shown by manufacturers for Fall and Winter trade are very tasty and effective indeed.

The colors are not loud and gay or the combinations clashing in any degree whatever.

The lack of glaring colors is a very conspicuous feature of Fall lines. Plain shades are most in prominence and these with tasty border designs form the bulk of the showing.

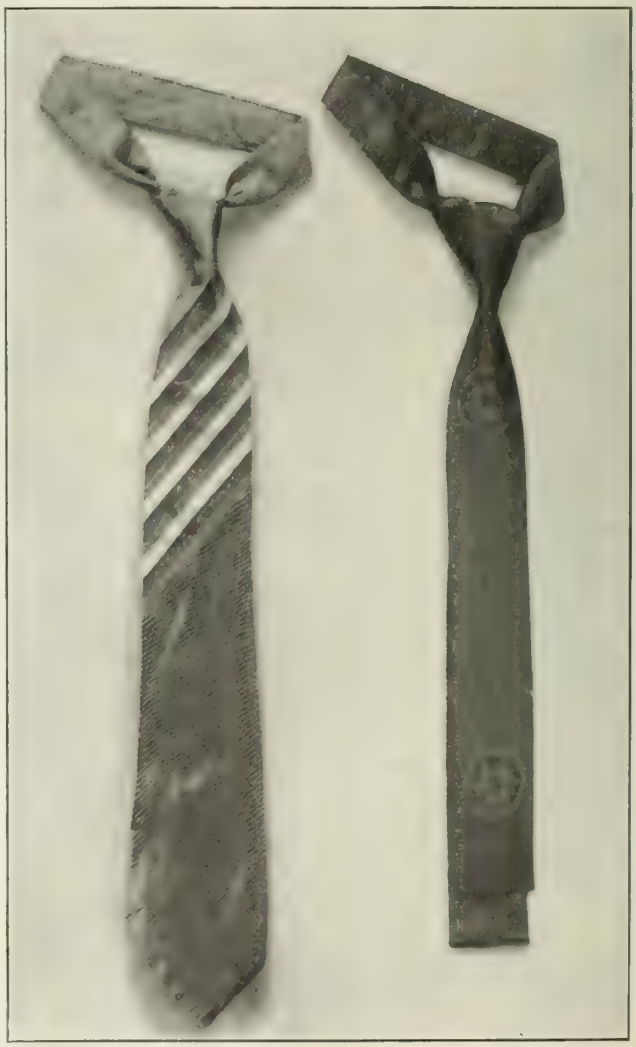
The border designs for Winter will be more popular than ever. Many people remark that the border tie is more suited for Summer when it may be worn without the vest and shows the pattern. This is not exactly the case. While the wearer is no doubt fond of wearing the tie that the pattern may be shown, this border has been a great deal of benefit to the retailer for display purposes. A window full of plain colored ties, and particularly those of quiet shades, would not attract many passers-by, but a window with a display of beautifully artistic borders will have many interested admirers.

Color effects are mainly in tones of blue, brown, grey, and two shades of reds. Of these last named, cardinal is most favored.

While, as has been mentioned above, shades are mostly of a very quiet nature, yet the trimmings are more vivid. This is no doubt intended to bring out a striking contrast with the mild tones.

The cravat made from fancy designed silk is decidedly a thing of other days. As toggery history repeats itself it will no doubt return but, for present times, it has no place in up-to-date furnishings.

(Continued on page 97.)



New design in ties shown by Tooke Bros., Ltd. Note the high border on the left and medallion pattern on the right.

Crescent Shirts

SPRING SEASON 1914

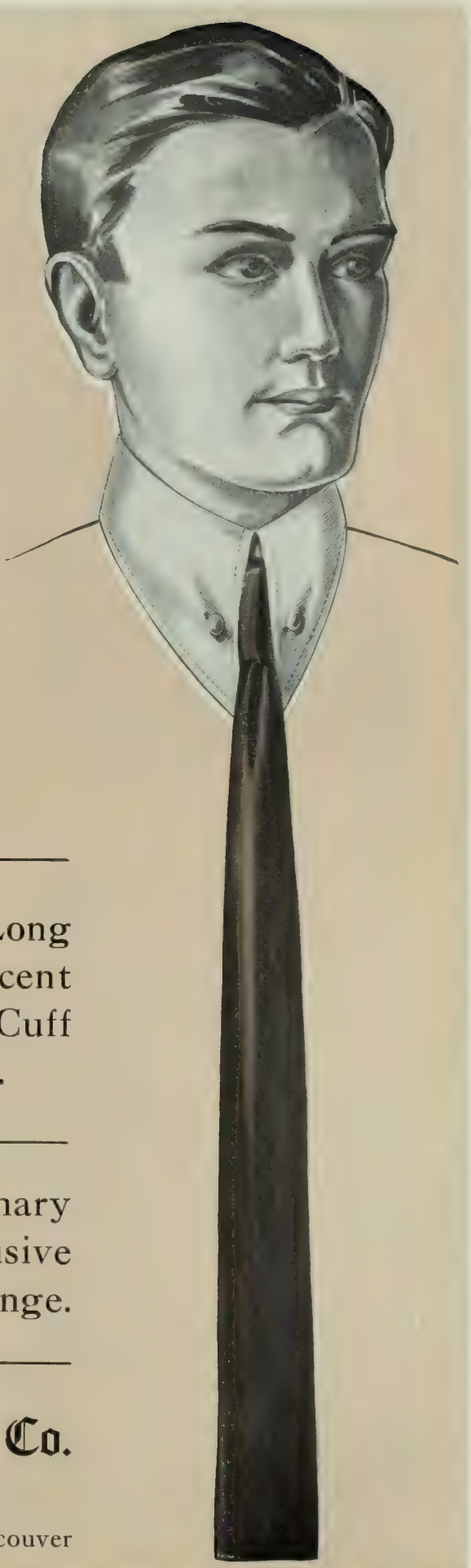


Illustration shows our new Long Point Collar sold with Crescent Lounge Collar and French Cuff Shirts. *The ideal soft collar.*

All fabrics from the ordinary Cotton to the most exclusive Silks are shown in our new range.

Crescent Manufacturing Co.
Limited

Montreal Toronto Winnipeg Vancouver

The Clearing Sale--Its Benefits and Evils

Men's furnishers have begun to hold clearance sales much earlier than usual —Is this advisable?—The price cutting problem—much slashing is now indulged in which seems far from necessary—Some values now being offered.

A QUESTION which is worthy of a great deal of thought and one that offers vast scope for debate, is that of clearance sales. This is especially open to criticism within the orb of the men's furnisher, which at present seems to have reached a very acute stage.

While many high-class furnishers are laying great stress on Summer sales, many others are giving them a wide berth and follow a policy of "the less the better."

There are many departments of retailing wherein bargain sales do not injure the regular business, but men's trade must be handled with great consideration in this respect.

In the first place to make any success of a men's wear sale most merchants think that a prime essential is to plaster the windows and entrance of the store, and very often completely on to the street, with glaring signs. Something extremely striking, in order to stop the passerby.

Although this method may be to some extent useful yet it has been overused by "Going out of business" and "bankrupt" sales and it is now associated, wherever it is seen, with the result of a falling off in business. That store is a marked spot as a "bargain store," and when really dependable goods are wanted they are generally sought elsewhere. Much more conservative methods should be used than those which have so much prominence now. Some goods which are faddy and very novel should, of course, be gotten rid of, but why should good dependable merchandise be slaughtered along with these? It is quite true that some catchy goods are effective in adding "spice" to a sale, but why does this necessitate the use of the guillotine with every article in a store?

This idea of retailing has been growing rapidly for some time, but it is quite different to-day from its standing when first practised. In the earlier stages it was considered soon enough to begin the Summer sale the latter end of August and beginning of September, at which time oversupplies were gotten rid of very satisfactorily. It then became the ambition of every retailer who approved of clearance sales to get into the field before the other fellows.

This eagerness to be first kept growing rapidly, until now we see clearance sales, and slaughter sales, conducted at the very time when regular business demands all the advertising, and window space available.

This is a problem that is not given enough thought by the average merchant who plunges into price-cutting habits. Unless the retailer wishes to convert his business into a veritable bargain house, he cannot afford to utilize the major portion of his publicity department to sole advertising, when if the same space were intelligently used for pushing seasonable goods, the more substantial trade would be obtained and held.

The cause for your goods remaining in stock is very often due to the fact that when they should be selling, they are quietly reposing in the rear of a shelf or carefully boxed and huddled in a dark corner of the stock room, lest they might escape and be seen by those who would buy them.

One objection frequently raised to the conducting of bargain sales is that people become too well acquainted with the cost of goods, or get a fallacious conception of what margin the retailer has when he sells goods at regular prices. And this makes men look for bargain times as they are certain that they will come.

Many city stores are quoting such prices as 50c ties at 33c and 36c, 50c hose 35c, or 3 prs. for $1.00, 50c underwear 33c, 75c ties for 39c, $1.75 and $2.00 shirts for $1.00. While there may be reasons for some of these prices, yet there are some of them that seem irrational when the quality of the goods offered is considered. Latest patterns and colors in ties and solid shades in hose sold at prices which could scarcely replace them at wholesale list prices.

There is no doubt but that more conservative schemes than those now in use should be employed when it is desired to increase business at certain times.

The slashing method is no doubt used to valuable purpose on goods with perishable properties, such as many stores offering novelty styles in $2.50 and $3.00 hats for $1.00, $7.50 and $8.00 Panama hats for $3.50. The offering of men's $25 suits at $18.75 and $19.75 which some custom tailors use at extremely dull seasons is more rational than that which many others use of slashing into them for $16.50 before the quiet season is really due.

If goods can be bought at a bargain by the retailer so that he may sell them at reduced prices, and yet have a good margin on them, the axe method should even then be used with conservatism.

There are too many retailers who mark the cost of goods according to the invoice price, not taking into consideration the expenses of transportation, etc., and having no system by which they can total to invoices the costs of conducting business. Therefore as a result when looking through the stock and marking goods down, a suit found to cost $12.50 will be considered cleared if sold at that price. Whereas as a matter of fact that suit cost considerably more.

They Sell The Clothes

because the Everlast Coat Front will retain the shape of coat as long as the coat lasts.
Because the canvas is cold water shrunk made by modern machinery in charge of experts. The bust and shoulders are worked out to give that perfect tailored effect.

Everlast

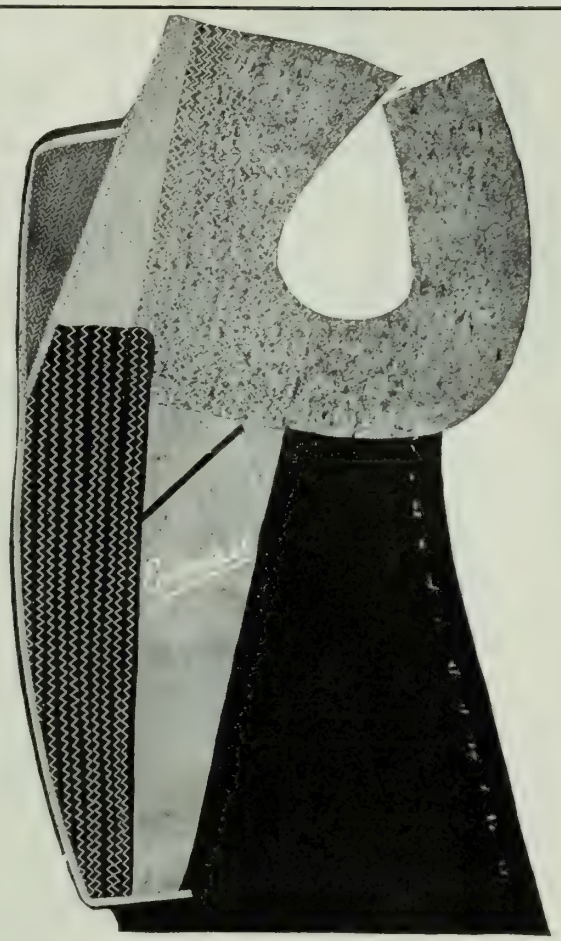
Coat Fronts

are now being used by the leading manufacturers, as they have found out that they can guarantee you better suits at no increase in cost.

Write to-day for prices and particulars.

Toronto Pad Co., Limited

569 Queen St. West, TORONTO



WATERHOUSE WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR

MAPLE LEAF UNDERWEAR

will do more to promote your best interest than any other similar brand of wool underwear on the market.

It is the real essence of underwear value and has held the leadership for nearly half a century.

Try out Maple Leaf Unshrinkable Underwear this season.

THOS. WATERHOUSE & CO., Ltd.
INGERSOLL, ONTARIO
HAROLD F. WATSON, WELDON & CO., Selling Agents
Coristine Bldg., Montreal.

Dr. Neff's
PURE WOOL
Underwear

Soft, Close-fitting, Comfortable

It's almost a safe bet that you have heard of this famous health and comfort promoting wool underwear. Now you may see it by simply making the request for samples.

Write to-day and we will be pleased to get in touch with you.

Thos. Waterhouse & Company, Ltd.
INGERSOLL, ONT.

Messrs. Mosey & Urquhart, Toronto, agents for Ontario. John W. Peck & Co., Winnipeg, for Manitoba. Saskatchewan and Alberta, John W. Peck & Co., Vancouver, for British Columbia and the Yukon.

THE NEW IDEA

SHIRT AND DRAWERS ONE GARMENT

PATENTED IN CANADA
OLUS
REG CAN PAT OFF

We are now introducing into Canada "OLUS," the new garment which is the feature of men's wear this season.

The idea is that the shirt tails are turned into drawers.

"OLUS" is made in coat style as shown in cuts.

Here are the salient features of the "OLUS" Shirt:

Just one ply of goods. It is so nicely balanced that it fits perfectly. Absolutely closed crotch and closed back, and perfect freedom for all hygienic purposes. "OLUS" Shirts stay in place, cannot possibly work up out of the trousers. There is no binding in the crotch, no adjusting to do. "OLUS" Shirts have no buttons at the back. There is no bunching of unnecessary material anywhere.

All the features of "OLUS" Shirts apply to Underwear, making a perfect combination undergarment. "OLUS" is the only coat-cut union suit on the market.

In a word, "OLUS" is the practical and logical garment to wear, and is now an established success wherever it has been shown.

SPECIAL INTRODUCTORY OFFER

In order to get "OLUS" into the hands of dealers throughout Canada as quickly as possible, we will ship immediately, express prepaid, one dozen only fine Percale "OLUS" Shirts, assorted sizes, 14½ to 16½, assorted Hairlines on White Ground, with double soft cuffs and laundered neck band, to any dealer sending cash or money order for $13.50.

Your money will be refunded at once if you are not absolutely satisfied with the goods, which may be returned at our expense.

This will be the only occasion on which we will ship orders direct, and this offer is only made in order to quickly introduce "OLUS" Shirts. Samples of "OLUS" Shirts and Underwear will shortly be in the hands of all leading Wholesale Houses.

Write to-day for this introductory order—you need these new ideas to give your store prominence. And this "OLUS" idea is right-up-to-the-minute. Send off your order right now, be the first in your section to show this brand new garment.

The "OLUS" garment is patented in Canada and all rights under the patent are controlled by us.

The Canadian Converters' Co. Limited
Montreal

PATENTED IN CANADA
OLUS
REG CAN PAT OFF

THE NEW IDEA

1. The illustration shows the first steps in putting on the "Olus" Garment. Notice the perfect adjustment of the crotch; the ample opening enabling one easily to slip the left arm into the sleeve.

2. This picture shows the "Olus" Garment with both arms through the sleeves. It shows the natural hang of the front, falling perfectly into line for buttoning. Note the neat cut of the front.

3. Here we show the front of the garment entirely adjusted. We call your attention to the snappy appearance. The shirt tail now performs a useful and satisfactory function.

4. The rear view of the "Olus" Combination Shirt. Rather startling, isn't it? No opening in the back, but—

5. By unbuttoning at the leg, the tail readily swings back, leaving a clear wide opening, more satisfactory and more sanitary than any open back garment.

READ OUR SPECIAL OFFER ON OPPOSITE PAGE

An Extra Comfort Feature Found Only in TOOKE Shirts—the

TOOKE PATENT NEK-GARD

"Prevents that Spot"

Protects the neck in front as well as in the back.
Not affected by laundering.
"The greatest thing that ever happened to a shirt."
Even before the NEK-GARD was added, TOOKE Shirts were the most popular and the best sellers in Canada. The introduction of this exclusive improvement gives still another weighty advantage to the Dealer who sells

TOOKE Shirts—made only by

TOOKE BROS., Limited

Montreal

Manufacturers of Shirts, Collars and Neckwear and Importers of Men's Furnishings.

Toronto Warehouse—
58 Wellington St. West

Winnipeg Warehouse—
91 Albert Street

Tooke Shirts for Spring 1914

Our leading cloths
and all our designs are
confined to us for the Dominion of Canada.
"TOKENO" Cloth, which we have featured and which has become very popular during the last few years, has no peer.

TOOKE BROS., Limited
MONTREAL

OFFICERS OF THE C.W.T.A.

Top row—J. L. Maude (Secretary 1912-3), and E. P. Burns (member of executive and winner of Dry Goods Review cup). Bottom row—J. F. Thompson (Secretary-Treasurer), J. A. McNabb (President), Warren Andrews (Vice-President), Henry Hollingsworth (Honorary President).

Second Annual Convention of C.W.T.A.

Display men gather at Toronto — Addresses delivered by experts in draping and card writing — Proposal to merge with the National Association of America is defeated—Strong officers elected for ensuing year.

THE CANADIAN Window Trimmers' Association has passed its second milestone and is entering upon the third year of its existence with a sturdy stride.

The second annual convention which was held in Toronto on Monday and Tuesday, August 11 and 12, proved to be a decisive point in its career. There came before it a suggestion that is inevitable in nearly all young organizations, whether to retain its own identity or to merge in the larger National organization that meets each year at Chicago.

There was not an instant's pause: from the floor of the convention there went up a unanimous acclamation that the Canadian Window Trimmers' Association must live its own separate life, whatever its co-operative relations to kindred organizations.

SERVED AS A STIMULANT.

A couple of drawbacks confronted the members at the outset this year—an attendance that fell far below the number expected, and the failure of several manufacturers to fill up the allotted space. These seemed to serve rather as a stimulus, and a vigorous, hopeful and confident executive was chosen headed by Mr. McNabb, Mr. Andrews, Mr. Burns and Mr. Thompson.

Already plans are afoot for a campaign that will continue for the full year, and backed by faithful colleagues, the outlook for 1914 is most bright. As it was, the convention of 1913 did its work, and provided sessions that were acknowledged to be worth many times the efforts put forth to attend, even at a personal expense to many and the loss of some yearly holidays.

HELPFUL DEMONSTRATIONS.

The denominations of C. J. Nowak in draping, and of G. Wallace Hess in card writing could not have been excelled in the clearness and simplicity with which they presented the principles that lie underneath both arts, and in the generous spirit that was ready to explain away the difficulties of less experienced members of their craft. It was a common remark that the sleeve pattern of Mr. Nowak, carried away by every member, was in itself worth the trip.

The prize competitions produced an extensive display in every department, and the inspection of

Imported **Chrysanthemum Sprays**, 30 inches long; assorted colors — white, pink, yellow, mauve, etc.

One extra large and one smaller flower, No. 188 straight petal, $4.80 per doz.; No. 241, curled petal, $6.00 per doz.

Special Announcement

We offer, for delivery about October 1st or 15th, some very attractive numbers in artificial flowers for decorative purposes. To ensure prompt delivery orders should be booked not later than September 5th. Do it NOW! No duty to pay. No delay with customs, etc. All prices quoted are net F.O.B. Montreal.

Compare the prices quoted here with any others. Quality considered they cannot be equalled.

It will be worth your while to investigate. Samples will be furnished if desired.

Autumn leaf vines (as illustrated), **46 inches long**, splendidly colored. Grape leaf, Maple leaf, Oak leaf.
Price:
12 leaves, $1.50 doz. $15.00 gross
24 leaves, $2.00 doz., $20.00 gross

Caladium Plants. (As illustrated). One of our best sellers. A splendid decoration for ledges or any kind of interior trim. Departmental stores are selling huge quantities. Can be retailed at 50 cents. 22 inches high, 12 different flowers, red and pink, $3.60 per dozen.

Adiantum Leaves—Green—$5.00 per hundred.

Hundreds of other lines of artificial flowers, palms, plants begonias, dracoenas, sea moss, etc., for every purpose.

L. J. A. DEROME

Limited

35 Notre Dame Street West

MONTREAL

these with friendly criticisms by Mr. Nowak, Mr. Hollinsworth, the retiring president, and others, proved a helpful feature out of the ordinary.

The banquet last of all, set the seal of good fellowship and unity upon a convention that had worked itself out upon most profitable lines.

A SUITABLE HALL.

After a short conference and social meeting on Monday morning the convention adjourned until the afternoon. Victoria Hall, the place of meeting, was well chosen, with a large auditorium, a wide stage for demonstrations and ample space at the rear for exhibits by manufacturers and the display of photographs and showcards. A dozen neat screens of beaver board formed the partitions. Near the door was the secretary's book for registrations.

THE PRESIDENT'S ADDRESS.

When the afternoon session opened Mr. Hollinsworth, of the Robert Simpson Co., Limited, Toronto, the president, delivered an address, which contained much helpful advice from one who as he said had "been through the game," and was constantly looking for new ideas to improve his own equipment.

"Hundreds of thousands of dollars pass through the hands of our employers yearly mainly through our efforts in display," he said.

They ought to appreciate the conditions that had brought them into contact with experts at little cost: men who were willing and anxious to tell of their own experiences. It was only a short time since the advertising man could obtain any education in this way. For himself he would be pleased to answer any questions he could on draping, and any other line of the window dressers' work.

WINDOW DRESSER IN LARGE STORE.

What does window dressing amount to in the large stores? First of all it was absolutely necessary, said Mr. Hollinsworth, to study the routine of a departmental store advertising, ticket writing, and the different advertising stunts.

"You must be able to originate schemes for getting the dollar.

"Many lack the essentials that fit them for greater positions. They lack generalship. A man to get a big job has got to be able to plan advertising campaigns. A man in a big store must be able to handle men. He must get good assistants; he must pull with them and see that they pull with each other, so that there is no discord in their work.

"He is up against critical buyers of different temperaments and he must keep complaints from going to head office.

ONLY IN ITS INFANCY.

"Are you only a window trimmer? Then you are not a man who can be trusted with the whole scheme of advertising. They don't want to have to tell you the particular line of goods that is going in. They want a man to handle it from A to Z. They want it taken out of their hands."

In Canada the window dressing game was only in its infancy. The manufacturers were getting on to the fact that it was productive business.

There was an opening in Canada for a man who could organize window dressing staffs in the various towns for manufacturers' displays, from fountain pens to pianos, an opening independent entirely of the retailers' demands. This would open a great field for the window trimmer.

"You must be alert to anything that will get new business," concluded the President. "You will be looked to for ideas to boom things, and if it goes through it will be a feather in your cap.

"I hope you will all go home feeling that you have learned something."

COMMITTEES AND JUDGES.

After Mr. Hollinsworth's address committees were appointed as follows:

Entertainment—H. Hollinsworth, J. L. Maude, J. A. McNabb.

Judging window displays—C. J. Nowak, Economist Training School, New York; R. M. Beauchamp, John Murphy & Co., Montreal; H. Black, Dry Goods Review.

Judging card writing—Wallace Hess, Chicago; Bert L. Daily, Dayton, Ohio; H. Patterson, Dry Goods Review.

Advertising—Three newspaper representatives with Mr. Wylie as chairman.

A BUSINESS MEETING.

The Tuesday morning session started off with a prolonged discussion on the future of the Association. Various lines of development for the future were taken up by the President. One was that the Association affiliate with the National organization of the United States, by which Canadian members would pay the fees of that body and attend the annual convention in Chicago.

To this objections poured in thick and fast. Unanimous opposition was expressed in the first place to a merger, as the identity of the Canadian body would be destroyed. The greater expense of a trip across the border was another serious difficulty. A third was the doubt as to whether the actual assistance from the larger body's gathering would be as great as before a smaller in Canada.

DESCRIPTION OF THE NATIONAL.

A threatened disruption of the National did not tend to support for the affiliation proposal. Both Mr. Nowak and Mr. Hess were inclined to think that New York members would break away from the parent association and form an eastern one, with a separate convention, and probably an entirely separate organization, on the grounds that "the manufacturers were running the National." In that case Canadian members might prefer New York to Chicago.

Mr. J. A. McNabb, later elected as president, led the opposition, and was supported by Mr. Thompson,

Which Store Would You Patronize?

Where would you go to buy? Here's a typical street scene—this KAWNEER FRONT "stands out" from all others. The Merchants behind this KAWNEER FRONT are making money on the investment—22% increase since this KAWNEER FRONT was installed. No matter what your business is, where you're located or who you are—you need a KAWNEER FRONT in your business—it will produce an increase—this fact is backed by the experience of thousands of Merchants—in big Stores and little Stores. Every day Merchants all over the country are adopting KAWNEER STORE FRONTS to modernize.

10,000 Kawneer Fronts Installed in 18 Months.

For seven years we've been manufacturing, planning and installing KAWNEER STORE FRONTS—10,000 put up during the last 18 months. Every Merchant realizes, to a degree, the importance of a **good**, attractive Store Front and those Merchants who have investigated have installed KAWNEER—they realize its power. The crudest show window will create some sales—and the amount of business made is in direct proportion to the energy put in show windows.

BOOSTING BUSINESS NO. 21

Here's a coupon for you to fill out and send to us—it will bring to you "Boosting Business No. 21"—a Store Front book compiled and printed for you Merchants. It contains photographs and suggestions that will mean an increase in your business. The information contained in "Boosting Business No. 21" has been collected by seven years of specializing in the manufacture, planning and installation of modern KAWNEER STORE FRONTS. Just fill in this coupon and send it to-day—every day you are without a KAWNEER FRONT you are losing sales—losing actual profit.

It won't obligate you in the least—we want to show you what we've done in seven years to modernize Store Fronts.

Kawneer
STORE FRONTS

Kawneer Manufacturing Co.

Francis J. Plyn, President

78 Duchess St.

Toronto, Can.

Branches in most principal cities

COUPON

KAWNEER MANUFACTURING CO.,
78 Duchess St.,
Toronto, Can.

Kindly send "Boosting Business No. 21" without obligation to me.

Name .....

Street and No. .....

City or town .....

Mr. Greenhill, Mr. Andrews, Mr. Hess, Mr. Nowak, a representative of The Dry Goods Review, and others.

"The Canadian Association must stand on its own feet," said Mr. Greenhill. "So far as a meeting place is concerned, Toronto is by far the most central."

Mr. Maude declared that there were 500 men in Canada who should be members. He had noticed a great deal of improvement in window dressing since last convention.

"Not for the world should we let the Canadian end drop," maintained Mr. McNabb.

"The cost of the convention is exceedingly small when the results are considered," Mr. Hollinsworth maintained. No merchant in Canada should question the cost of sending men to the convention.

"Keep your local Association," urged Mr. Hess.

Finally the idea of amalgamation was voted down, and a business committee chosen to discuss the financial and other aspects of the convention and the Association in general.

The members were: J. A. McNabb, Peterborough; F. J. Thompson, St. Thomas; W. C. Greenhill, Brantford; H. Black, Dry Goods Review.

These later in the day brought in a report embodying the financial statement of the secretary-treasurer, Mr. Maude, and recommending the election of officers for the coming year. The financial statement showed that the C.W.T.A. had paid all expenses in its first year, and reached its second convention with a clean sheet. The expenses of this included $40 for the hall; $60 for demonstrator's expenses; $84 for "dividers"; $40 for medals, etc. It was also decided that no one was eligible for a prize whose fees were not paid up.

ELECTION OF OFFICERS.

The elections were then proceeded with. Mr. Hollinsworth declared he could not act for another year, as did Mr. Maude, and they were allowed to retire with expressions of regret. The services of Mr. Hollinsworth were retained officially by his appointment as honorary president.

J. A. McNabb, of Richard Hall & Son, Peterborough, for several years assistant to Mr. Hollinsworth, and for the last two years window dresser for R. Hall & Son, was the unanimous choice for the office. Last year he was chosen second vice-president.

For first vice-president, Warren Andrews, of St. Thomas, was the choice, and "Eddie" Burns, of the Robert Simpson Co., Toronto, for second vice. F. J. Thompson, of W. E. Maxwell, St. Thomas, was elected secretary. "He knows the dry goods trade throughout," was Mr. Hollinsworth's comment in proposing Mr. Thompson. Mr. Maude was asked by Mr. Greenhill if he would consent to act as assistant secretary. In declining on the ground of absence from the city, Mr. Maude promised his co-operation.

The Executive Committee was selected as follows: W. C. Greenhill, of Brantford; R. M. Beauchamp, of John Murphy & Co., Montreal; F. C. Kickley, of McKinnon & Co., Weyburn, Sask; Perry, Dry Goods Record, and H. Black, Dry Goods Review.

Membership Committee—J. McNichol, Allen & Cummings, Moose Jaw; Whitesides, Aylmer; W. G. Moir, Robinson Co., Hamilton.

The appointment of a prize committee for next year was left to the executive.

Demonstration of Draping by C. J. Nowak

After the business adjournment, Mr. Nowak took the platform for his discussion and demonstrations on display work.

The boys had heard a great deal of Mr. Nowak's accomplishments, but they little realized the treat that was in store for them. Mr. Hollinsworth in introducing him had spoken in a very forcible way about his abilities and a great deal was therefore expected. In this not a member was disappointed, everything that he did seeming to be so vastly better than was anticipated. He works with incredible speed and his discussion and demonstrations were full of interest from start to finish. Whether the onlooker was himself a display man or not, anyone who saw the work and the method of production could not help but feel that the proper displaying of merchandise is truly an art. It is doubtful if there was a person present who did not feel that the art was rich in resources for originality and achievement, and the respect for their choice of vocation rose like the mercury when the thermometer is taken from an ice bath and placed in the open glare of a mid-day sun.

In opening, Mr. Nowak urged the boys to conduct their window trimming operations with the merchandising end of the business in view. Windows are intended for the substantial increasing of business and, therefore, they should be utilized for that purpose. The window trimmer must stick to styles and follow them very closely. He must find out by every means possible what the style productions will be three or four months hence, and reproduce these in his windows in order that the entire community will watch for his displays with eagerness to see what they may rely upon to be worn.

La Mode Store, Louisville, Ky.

HAVE A STORE FRONT LIKE THIS

You can easily have a beautiful and business-producing STORE FRONT similar to the above, and with perfect light, unobscured vision and commanding display by using the

Zouri — SAFETY & BURGLAR-PROOF SETTING FOR PLATE GLASS

OPERATING UNDER MURNANE AND MARR PATENTS

Simply write our nearest agent. He carries a stock and is prepared to give you good service.

CANADIAN AGENTS

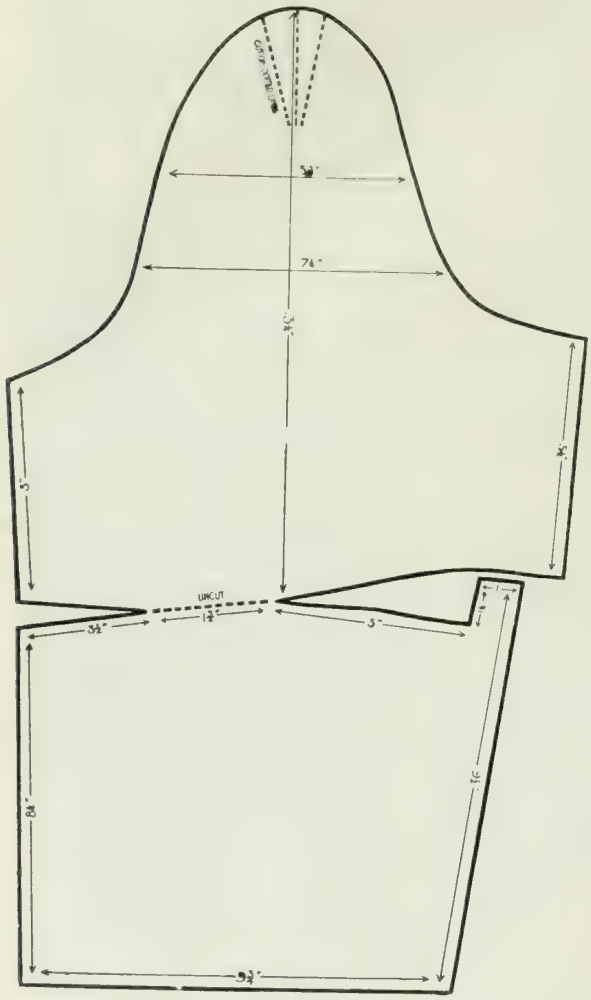
W. H. Clark & Co., Ltd., Edmonton, Alta.
Cushing Bros. Co., Calgary, Alta.
Saskstchewan Supply Co., Ltd., Saskatoon, Sask.
Prairie Glass Co., Winnipeg, Man.

Zouri Drawn Metals Company

General Offices and Factory, 223-247 W. Schiller St., Chicago, Ill.

Exhibitions to be considered successful must bring people into the store. Shows of uninteresting things are not productive of this.

A main essential of success is to make the women talk about the store. This makes great advertising as



Pattern for sleeve referred to in report of Nowak demonstration.

This sleeve pattern of C. J. Nowak made the "hit" of the 1913 C.W.T.A. Convention, and every one carried off a copy. Make your pattern of heavy manilla paper and cut out your sleeve of cardboard, as described in the account of the convention in this issue. The measurements are marked plainly; the total length of the pattern from top to bottom is 22 inches. The cross line marked 5¾ inches is measured four inches from the top, and the 7¼-inch width is six inches from the top. The small projecting square near the center, on the right-hand side, is for pinning on to the upper section when both are folded. The three dotted lines at the top are to be cut, and the two outer ones slightly lapped over the center one. These, when pinned on top of the shoulder, help retain the rounded form and increase the width. This sleeve has the advantage of falling in a natural position and not "akimbo," as the arms often are. For the left side the cardboard is rolled up the opposite way.

the women are the people who do the buying for the entire household. They generally handle the money from the dispensing standpoint.

Mr. Nowak stressed systematic work a system by means of which ideas when they occur may be retained. Memory is often too tricky to be relied upon. Ideas should be dotted down in a book or other memo and left to rest for a while, then brought out to be pondered over and developed. To most men ideas do not come just at command and when wanted, but most frequently come in bunches and when least expected. It is these tramp thoughts that should be clasped, whether they appear in the small hours of the morning when sleep and consciousness are in a conflict for supremacy, or at the noon-day lunch, they should be marked down before they escape. This is the secret of many a successful man and an extremely favorite resort of President Lincoln.

The speaker urged the importance of clipping designs of drapes made in other towns and cities, from newspapers and trade papers, and of keeping them for reproduction and development.

A demonstration on the draping of a sleeve was the first to be proceeded with and in this Mr. Nowak seemed to open a bomb. A correct sleeve draping is a problem that has often engaged the attention of the window trimmer. None could obtain anything nearly natural or perfection, many others have given it up completely as a bad job. A cut of the pattern used by Mr. Nowak appears in this issue and shows the relative proportion of the parts. It is very simple

FIRST PRINCIPLES IN FORM DRAPING.

BY C. J. NOWAK.

The reason many think the yard goods department is dead is that it is not displayed in keeping with the times.

The man who "puts over" one, two or three telling drapes into the show window is the most talked of person in town among the women, and they are the buyers for the family.

Don't rely only on memory. If you have no system you won't make a successful display.

Make a sketch of your window before you start and do all the work you can in your workshop in odd hours, so as to lessen the time the blinds are down,—and save yourself from wilting at the heat.

The sleeve is possibly the most important part of form draping.

Don't put a train on every drape you put in the window,—only on evening gowns. The average man puts a sweep on to overcome defects in the base.

In all finished drapes use a pair of slippers, —it incidentally helps the shoe department.

You must study the styles. Look at what is to be worn three or four months ahead and use these in your draping. A woman will gauge the store by its styles. If she can depend on you for getting them, it means your store lies closest to her heart.

Feature window draping from the merchandise end. Novelty draping is all right, but it tends to distract from the selling end.

If you stick to style you'll win every time, and that's what the boss likes to see. It depends on that whether your envelope is to be increased month by month.

Simplicity is the keynote in cubist draping. The merchandise is shown to best advantage. Keep that always uppermost in your mind; don't get away from the merchandise.

SCHACK'S
Fall Flower Book

20 Pages, 21 x 14 Inches—Over 300 Illustrations.

The Greatest Book Ever Issued by a Dealer in Artificial Flowers

This book on window and store decoration is by far the best we have ever published. It is filled from cover to cover with new and attractive ideas for fall decorating. For months the artists in our special designing department have been busy creating the new decorative schemes that appear in this book, and which will appear later in the windows of good stores all over the country.

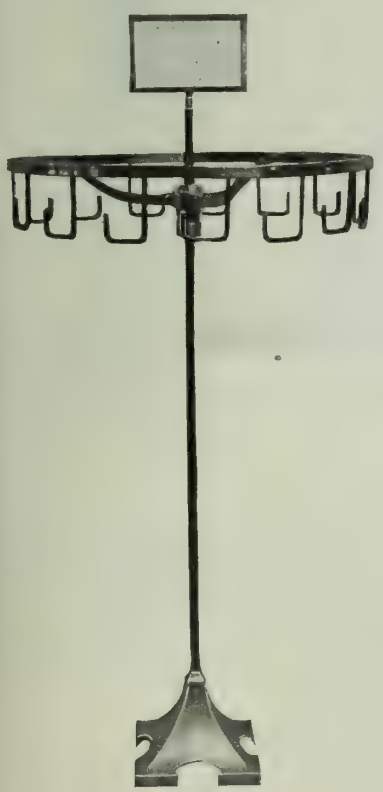
All of the suggestions offered in this valuable book are practical. Every one of them has been actually carried out to the smallest detail in the windows of our display room. By following the simple directions given in Schack's Fall Flower Book, you can get the same beautiful effects in your own windows at a small cost.

Send NOW for our big FALL FLOWER BOOK, NO. RV45. It contains more BRAND NEW ideas on window trimming than any other book that was ever printed. That is saying a good deal, but when you see the book you will be convinced that we are telling the truth.

It will only cost you a stamp and will be worth many dollars in ideas and the saving you can effect. We have sent out good catalogues before, but this is the best we have ever issued. Don't wait—Write now.

THE SCHACK ARTIFICIAL FLOWER CO.

1739-41 Milwaukee Ave. **CHICAGO**



OUR LATEST CATALOGUE IS FREE

and will undoubtedly be a great help to you in solving the problems of displaying your merchandise.

Send for a copy now—

CLATWORTHY & SON, LIMITED

The largest makers of Fixtures in Canada.

161 KING ST. W., TORONTO

No. 1139 Flexible Figure.

and beyond doubt the most effective sleeve form available. It is made from cardboard, and this should always be examined before the pattern is cut, as board will always bend much better one way than the other. Having ascertained which way it will bend best, the pattern should be placed with the long axis parallel to this. Then when the card-board is cut it is simply rolled into the form of the sleeve and fastened with paper fasteners. The long projection on one side of the forearm portion is used for fastening into the upper arm by means of a slit. This gives a decided flexion to the elbow. The upper extremity is slit in three places and these portions are turned well over the tip of the shoulder in order to give that part a well rounded effect.

The sleeve hangs at a strikingly natural position, an effect that as a rule is exceedingly difficult to obtain.

The first procedure in draping the sleeve is to fold the material and pass this through the form from above downwards, the end is then pulled through far enough to allow the end to be taken up again to the shoulder. The faded goods are then fastened by pinning underneath the sleeve in order that the seam may be out of sight, and the surplus at the end is then tucked back into the hollow sleeve. A little extra goods may be used at the shoulder to form an effective trimming at that point.

The pattern is the same for either arms, but the cardboard, after being cut, must be rolled one way for the left sleeve and the opposite way for the right.

Mr. Nowak then proceeded with the draping of a gown, showing tunic effect. The effect was executed in two materials and when finished showed a work of remarkable ingenuity. The cutting and fitting of an expert dress-maker could not have been more exact from the viewpoint of a few feet distant.

The accompanying cut shows a draping that was next performed by the demonstrator, and is beyond doubt a masterpiece in the art. A twenty-yard piece of silk was used without any cutting whatever, the entire garment being made from this.

The drape requires the use of a form which has an open back. As a rule these are entirely closed in that region, but by using a few tools a slit may be made about four inches wide, and extending from between the shoulders to about the back of the knees. This slit is for the purpose of receiving all the surplus goods, and will no doubt shortly be a feature of all the new display forms.

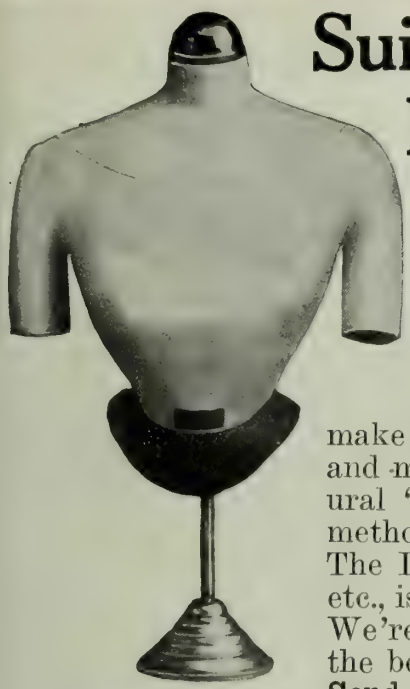
The ends of the material are first used to drape the sleeves similar to the method mentioned above for such purpose. The goods are then carried down in a transverse manner around the waist, and pinned in front. The lower selvedge is then caught at a point opposite this pin, brought up and pinned at the waistline on the side or back. From here the material drops to the floor and is caught up in two pleats at the knee and draped around behind in three distinct folds. On the other side the goods are left plain to the floor. From the lower extremity the goods are carried backwards and upwards and an end is formed and passed forward to be tackled close to the medial line in front. The lower selvedge is folded and tacked. The goods are then carried upwards, an end formed and passed over the shoulder. One angle of this end is tacked about the medial line

Drape arranged by C. J. Nowak from single piece of silk goods without cutting.

and half way from collar to belt. The other is carried downwards and backwards to find attachment at the waistline. The arm is removed and goods drawn back tightly and fastened behind, when the arm is again replaced. A little folding of the surplus goods around the collar forms an excellent trimming for this part.

Surplus goods are stowed away in the slit at back of form and enough left out to supply a panel down the back. This is accomplished by forming an end,

(Continued on page 90.)



Suit Season Means Blouse Season

With the advent of the suit comes the demand for fancy blouses and the necessity of using sane methods for their display. The

D. and P. Blouse Forms

make the showing of blouses the simplest and most effective—allow of a most natural "goods-shown-as-they are-worn" method of display.

The D. and P. range of forms, fixtures, etc., is most complete and correct in style. We're in touch with the requirements of the best trimmers in the country.

Send for our new catalog.

No. 19a. Price $6.50.

No. 18a. Price $5.50.

Dale *and* Pearsall, *106 Front St. E.*, Toronto

Manufacturers of High Class Forms and Fixtures

Are you interested in store display advertising?

We wish to call your attention to the importance of keeping your windows always bright and attractive by using good fixtures.

Richardson's Wax Display Forms

offer the most modern ideas in display advertising. They are unique in point of life-like expression, in natural finish. They are made by the most expert wax workers who aim at perfection in every line.

It will pay you to adopt this progressive advertising idea.

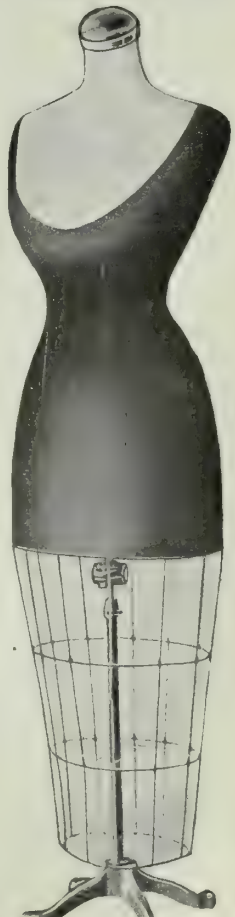
New Form and Wax Figure Booklet is just out. A Postal will bring it to you.

47 S gives a dainty and elegant effect to display. ½ arms are a new and valuable feature of this form, and the flat feet, in place of the regular iron base, add greatly to the effect, especially where short length skirts are displayed.

No. 47S, with Half Wax Arms, $36.00, specially adapted for high-grade Gowns. Each limb adjustable separately, up, down, sideways, forward, etc., made of flesh colored wood for shoes and stockings. Price, with iron stand, $30.00, or with wax hands, $37.00. Ask for No. 2 head, if this one is desired.

41 AA.—This new display form lends itself to any kind of display, adjustable to any angle, giving a graceful pose. Its lines are absolutely correct for the new costumes.

No. 41 AA, as cut $7.50
Same as No. 41 AA, without flesh colored bust $6.25
Same as No. 41 AA, without tilting device $5.50
Sizes 32 to 40.



A. S. RICHARDSON & CO.

Largest Manufacturers of Wax Figures and Display Forms in Canada

No. 47 S

Showroom—99 ONTARIO ST.
Factory —101 " "

TORONTO

No. 41AA

Lecture on Card Writing by Mr. Hess

Although it was planned that Mr. Hess should take the floor at ten-thirty on Tuesday morning, it was not until an hour later that he began his address and demonstration in which he gave the boys some of the best ideas, both theoretically and practically, that it had been their good fortune to get since the days when they first began to wield the artists brush.

Those who heard Mr. Hess last year knew what to expect and got even more than they expected, while those who heard him for the first time were more than pleased with his lecture and individual demonstrations. His office, when not lecturing, was a very popular place for the boys, and he was kept busy answering the multitude of questions that were showered at him from all sides and at all times. If any of the boys went away without finding out what they wanted it was not for lack of clear explanation or backwardness in asking a questions, because Mr. Hess was always delighted to get a chance to tell them something of interest. The interest of the boys was the deepest interest of Mr. Hess and he took great pains in his explanations.

In opening he remarked that he intended through the course of his lecture to criticize any cards of those exhibited which he thought were worthy of mention, and stated that he hoped no one would feel hurt by any remarks he should make as it was a question whether a constructive or destructive critic does the most good.

A successful publicity man, he continued, must first obtain a good grasp of the English language. This was one of the prime essentials and no man could afford to neglect it no matter how much he thought he knew, he would still have something to learn. He referred to the "Correct English" magazine which was published in the United States, and said that it was an excellent thing for the brushing-up of anyone's English.

Mr. Hess states that show card writing came from England, and about forty years ago it first made its appearance in New York. The English are masters of the air-brush and for the greater part are superior at pen and brush lettering.

He states that throughout France, and the Republic to our south, they are almost without exception demanding the small lettering. No person wants a card that may be read across the street. The windows on one side of the street are enough for passers-by to observe at one time. The small pen lettering is therefore by far the most popular, both for sale or high-class display cards.

For small lettering, Mr. Hess pointed out the advantages of the Leeman music pen over all others. This pen derives its name, not as some people thought because it made a noise when in use, but because it is used by music writers. The music pen may be swung around a corner which is almost an impossibility with a Soenecken pen. The speaker also drew the attention of those present to the fact that the music pen must be pulled down and not up. The Soenecken pens for some purposes are preferred to the music pens. In order to get a Soenecken pen flexible it should be very carefully handled and this method was thoroughly explained.

Mr. Hess thoroughly explained the work of suit case lettering and advised for the purpose the use of the Soenecken pen for the smaller, and camel hair brushes for the larger letters, with a waterproof ink. These brushes, he explained, should be well cared for and washed off with turpentine. Great care should be taken with the cloths that are used for drying these. They should be kept in a galvanized iron box because if they are left lying around in contact with wood or paper they are liable to cause a fire.

To the beginner of card writing the speaker gave good advice upon how to go about his work, and in this he brought out many points which, while intended for the beginner, were of great value indeed to many who had had long experience.

The card should be laid out in neat form, long words should be substituted for short ones, and vice versa where it is necessary to give lines a neat or uniform appearance.

Much time is saved by the use of stencils for laying out the card. An assortment of these will always come in handy to the card-writer.

Large price cards are not necessary, nor should a great deal of reading matter be put on a card, but care should be taken to give sufficient wording that it may have body.

Lower case letters are used considerably the most by the best card-writers. Much advertising is done in lower case type, and the show card is to a great extent in conformity with it.

Letterine is the best coloring to use, although distemper colors are excellent.

Mr. Hess strongly recommended the use of guide lines when more than one letter was necessary for a card. In the accompanying cuts, which he discussed at considerable length with the boys, it will be noticed that along the margin are marks which are intended to be joined to form guide-lines.

Fancy decorations add considerably to the appearance of a card and particularly a small corner decoration. Germany manufactures many of these and a number of American and Canadian card-writers use

them, but there are American firms who manufacture these and which are a great deal more satisfactory than those from over the water.

Air-brushes to give good results should be clean. It is in this that many air-brush workers fail to produce the best results from their efforts.

Ideas for cards should be sought for in many sources, they may be copied from any source except the opposition store windows.

Diploma lettering is productive of good returns, and a card-writer who has some idea of really artistic lettering would get a great deal to do.

The law of averages applies to the art of card-writing as it does to any profession. Some men will make it a success with little work, while others will find it necessary to work harder. One of the prime essentials of the publicity man is a knowledge of proper English. Any man who uses "ain't" is not an advertiser and should be ostracized from the profession.

Hess Pen Strikes

You've got to come to pen lettering to hold a job to-day.

Don't stick to card writing alone. Add to it window trimming and advertising.

"Amatuer" on a show card is not only a disgrace to the writer but an injury to the store.

Card writers in the big stores stick to "lower case" letters like people get in the newspapers.

No man who uses "ain't" has a right to teach another man advertising. Seek to improve your English.

Show card writing came to New York from England 40 years ago. You can't touch the hair brush work of London.

There is no more reason why a man should become a skilled card writer than a great surgeon or anything else. The "law of average" applies.

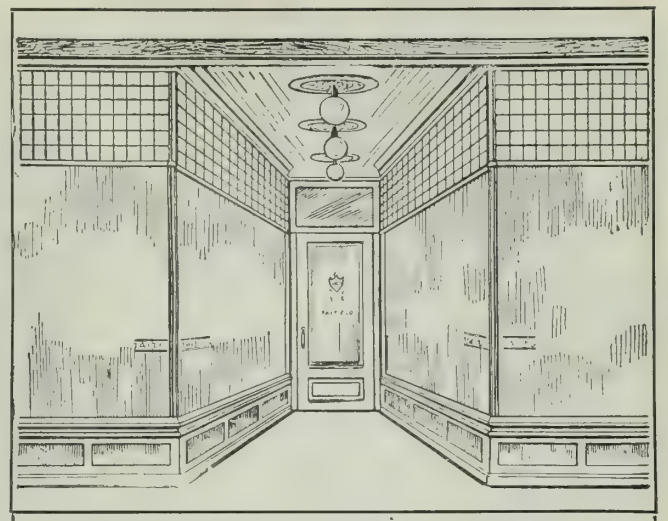
"Careful and intelligent" practice, not practice alone, makes perfect. You've got to use your head.

Sign painting and card writing do not necessarily go together. I loathe the odor of turpentine.

H. S. Morrison, a pioneer in the dry goods business in Toronto, died in Rochester, N.Y.

Fire, smoke and water damaged the premises of W. J. Chantler, Moose Jaw, to the extent of $15,000. The stock consisted of men's furnishings.

A deputation from the Shipping Federation of Montreal interviewed the government to protest against a recent bylaw passed by the Montreal Harbor Board requiring shipping companies to furnish a full description of all goods imported into Montreal. They declared that this information was not supplied them by the senders.



More Customers Will Enter Your Store—

if your window is inviting.

Now we can't give you the display **inside** the window, but we can give you the store front display **outside.**

In our EASY-SET Store Front System, we believe we have perfected the most inviting and attractive kind of store front manufactured to-day.

We build these EASY-SET Store Fronts in brass, burnished copper and combinations of brass and copper, with leaded and plate-glass.

The price of the front is low and will return interest upon the investment immediately.

Write for full particulars now. We'll send and give you an estimate without any obligation whatever upon your part.

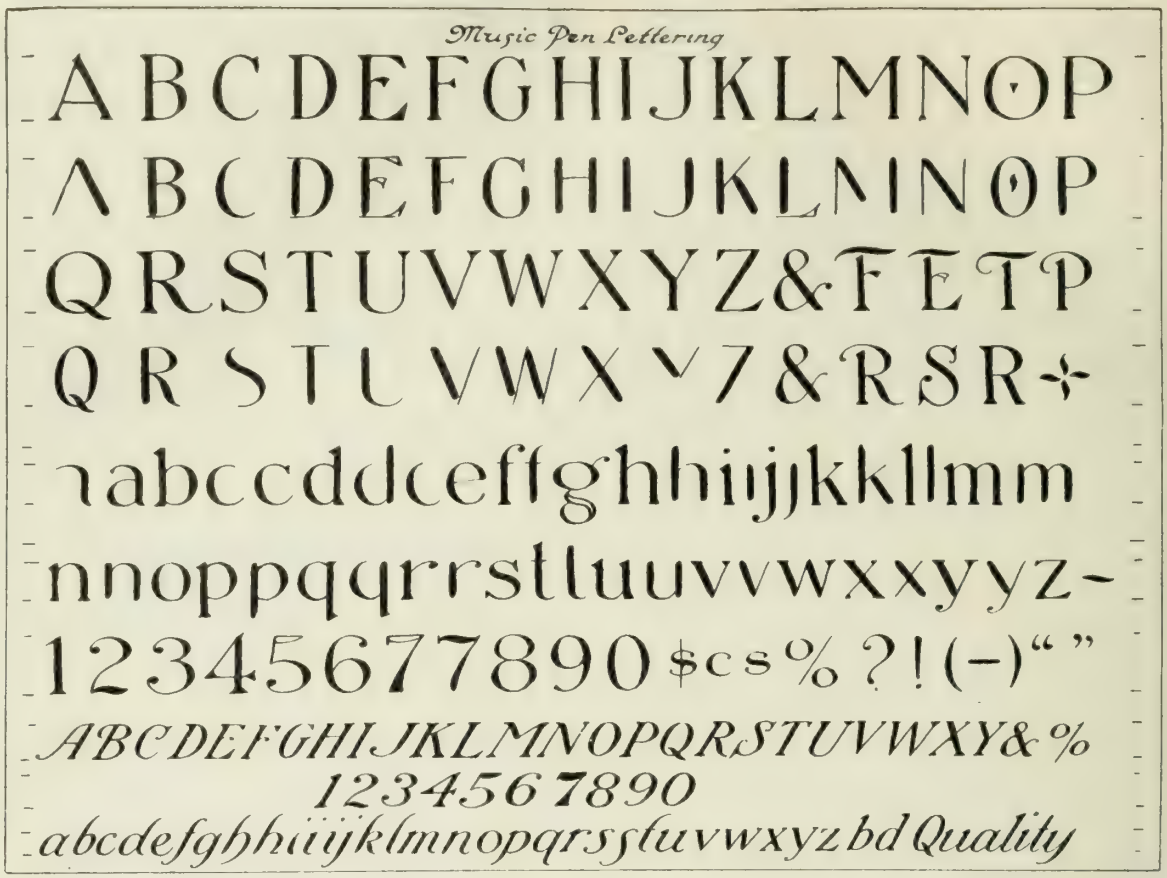
Address:

Consolidated Plate Glass Co.
of Canada, Limited

241 SPADINA AVE., TORONTO

PHONE COLL. 8000

Private Branch Exchange connecting all departments


Music Pen Lettering
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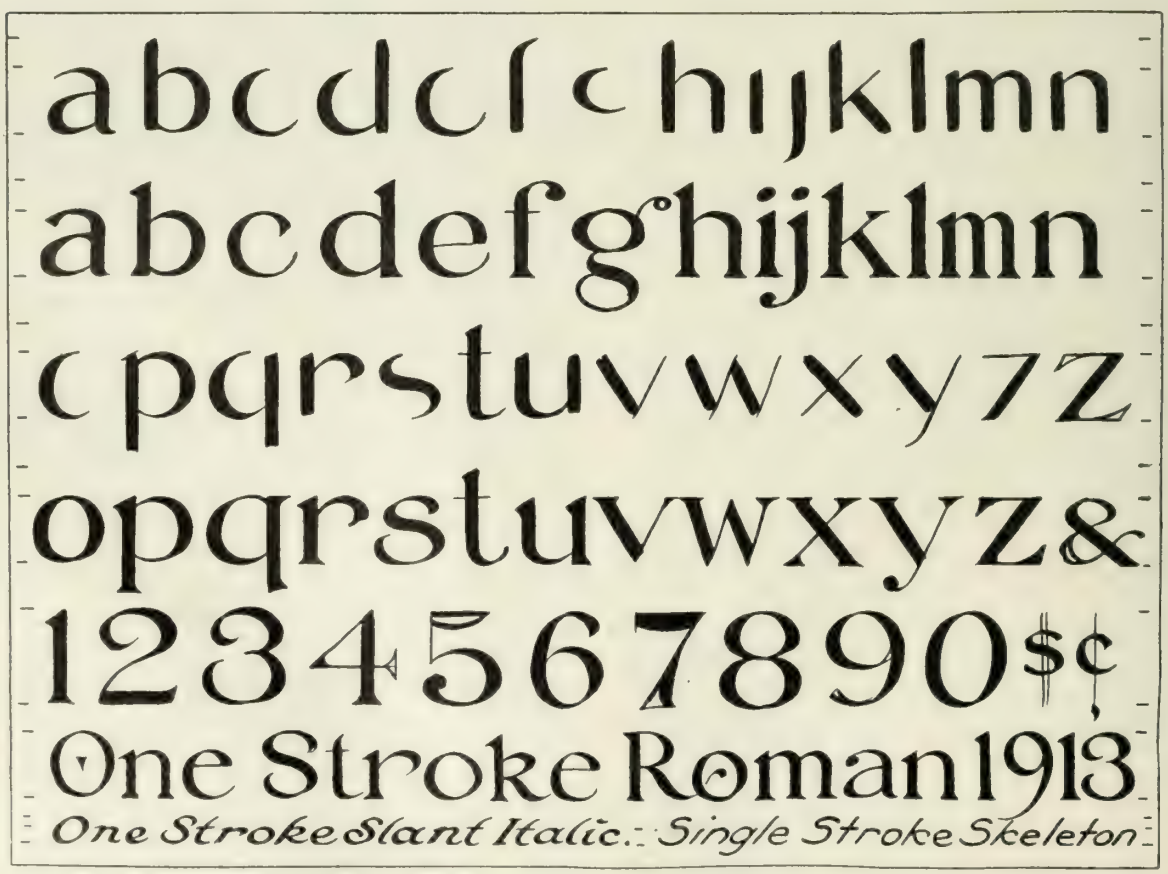
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1234567890$¢
One Stroke Roman 1913
One Stroke Slant Italic. Single Stroke Skeleton

POND LILY SPRAY.

No. 5003. 24 inches long. Just the thing for a Mirror decoration. Made of large very natural Water Lilies and finely veiled leaves, branches soft with rubber tubing as true to nature as possible.

Per spray .....$ 1 00
Per dozen 10.00

THE LATEST

POPPY VINE.

No. 5009. Made of fine Muslin flowers and leaves true to nature.

Per dozen $13.00
Per gross 30.00

GIANT POPPY SPRAY.

No. 5004. Made of a very large flower in the most natural execution and fine leaves, a truly attractive article in red, pink or gold.

Each spray .....$0.45 Per dozen $4.50

We are the largest importers and manufacturers in the World.

FOXTAIL SPRAY

No. 5425. A very attractive and most original decoration shown—the talk of Europe—21 inches high.

Each $0.40
Dozen 4.00

BIRCHBARK

FOR COVERING BACKGROUNDS, POSTS AND FLOWER POTS.

Per pound .....$ 0.15
Per 100 pounds 13.50
Five square feet to a pound

CORKWOOD

IN LARGE PIECES FOR RUSTIC EFFECTS.

Per pound .....$ 0.08
Per 100 pounds 7.00

Our Fall Catalogue illustrated in colors is the most complete and finest catalogue ever issued.

WOODBINE SPRAY.

No. 5063. In Autumn colors, very effective. inches

Each .....$ 0.45
Per dozen 4.50
Per gross 45.00

L. Baumann & Co.

357-359 W. Chicago Ave.

CHICAGO, ILL.

The Winners in the Competition

The announcement of prize winners in the decorating, showcard writing and advertising contests was made after the final business session on Tuesday afternoon and the result was: E. P. Burns of Robert Simpson Co., Toronto, won the silver loving cup, donated by the Dry Goods Review, for the best six original window and unit trim photographs, submitted during the year, in class 1. E. A. Wilson of Granville, Ltd., Calgary, won the gold medal, and J. A. McNabb of R. Hall and Son, Peterboro, the silver medal for the most artistic and original background and grouping, in class 2. F. L. Kickly of McKinnons, Ltd., Weyburn, Sask., won the gold medal for the best holiday or opening window in class 3. E. K. Dalmore won the gold medal for thebest men's wear units and furnishings, tables or windows, in class 5. E. McIlroy of J. Mickleborough Co., Ltd., St. Thomas, won the $10 or interior decoration with artificial flowers being used, in class 6. E. J. Meadows of McLaren Co., Ltd., St. Catharines, won the $5 prize for the best display of drapes or ready-to-wear grouping, in department windows or cases, in class 7. R. T. D. Edwards of Robert Simpson Co., Ltd., won the gold medal and R. Theobald of J. Mickleborough Co., Ltd., St. Thomas, won the silver medal in the showcard contest. J. McNichol of Allen Cummings Co., Ltd., Moose Jaw, won the gold medal, and J. A. McNabb of R. Hall & Son., Peterboro, won the silver medal for the advertising exhibits.

The advertising contest was exceedingly close, and the winner will have to keep his machinery going day and night if he does not wish to be nosed out of it next year. The class of exhibits that were made was of a commendably high standard and bespoke great powers for publicity art in the contestants.

In rendering their decision on the advertisements the judges said of the winning series: "This shows good careful work and looks like useful advertising. In write-up and general descriptions it is well-worded and just about enough write-up is used. There is an advantageous use of spaces and cuts and a good use of boxes. The headings are clean. There is no exaggeration or too profuse use of superlatives. This entry is best in general effect and arrangement. Masses of type and cuts are used rather than division lines. There are excellent groups of goods. It is useful work and entitled to credit."

Banquet Brought Convention to a Close

A long table was filled with members and representatives of the exhibitors on Tuesday evening in Williams' Cafe on the occasion of the banquet. The new president, J. A. McNabb, was in the chair, and at his right, J. L. Maude, as toast master, and on the left, the retiring president, H. J. Hollinsworth. An entertaining opening hour was spent in reminiscences of the olden days.

"The association and its future success"—the toast now closest to our hearts as Mr. Maude expressed it, followed the drinking of the King's health.

"The convention of 1914 has even now begun," said Mr. McNabb in responding, "and it will be a great success, I feel sure." The views of the members had been broadened by addresses like those of Mr. Nowak, and these would tend greatly to the big success of the coming Fall openings.

A benefit fund for members in distress or trouble was suggested by Mr. Hollingsworth in replying to "Past president and retiring officers." This would be an unselfish object beyond all thought of personal gain.

The speaker urged all to work for their mutual interests. They should not feel that others in the same line in their town or cities were competitors; there should be no antagonism. Such an idea was a big mistake.

"The more competition the better for yourself; your employees will do more for you. It will bring up the standard.

Mr. Hollinsworth referred to his own experiences in getting better positions for members of the association.

"There is a demand through the universe for window dressers," declared Mr. Mowetson, a well known traveler for a New York house who was present. "There is a demand in New York even. One house has been advertising for a window trimmer for five years—what do you know about that?"

Mr. Mowetson recalled the time 20 years ago, when the step-ladder was the chief tool in the window, and dressing started at the ceiling. He had been called in recently to reproduce for his old firm a window he dressed 17 years ago, and as he had planned it carefully, he was able to do so, "and I tell you it made a hit." (Cheers and laughter).

Mr. Maude suggested a careful canvass of the window dressers among the hardware men, and gro-

HARVEY

"THE HARVEY"

SUMMER-WEIGHT UNDERWEAR

is now in the hands of our travellers, who are on the way to see you with the finest, largest and best assorted range ever shown to the trade.

We have prepared for a big demand and will give excellent deliveries on all orders placed for the coming season.

The line comprises:

Elastic Swiss Ribbed Ladies' Underwear

"Airywear" both Ladies' and Mens'

Boys' and Girls' Combinations in Latest Styles

It will pay you to wait for "The Harvey Brand" man, who is backed up by a factory supervised and under personal direction of Underwear Specialists of long experience, with unexcelled facilities for manufacturing high grade underwear.

Compare the line with any other offered to the trade, and you will stock "Harvey Brand" for 1914.

We sell direct to the Trade. Buy from the makers.

"Harvey Porous Birds-Eye Ilet."

"Harvey Fine Swiss Ribbed Lisle."

Harvey Knitting Company, Limited, Woodstock, Ontario

AGENTS:

Maritime—F. S. White, St. Stephens, N.B. **Quebec**—P. de Grouchy & Son, 207 St. James St., Montreal. **Ontario**—J. E. McClung, 33 Melinda St., Toronto, Ont. **Manitoba and Sask.**—W. Barrowclough, Woodstock, Ont. **British Columbia and Alberta**—H. P. Lang, Vancouver.

cers, and others in order to swell the ranks and increase the importance and benefits of the C.W.T.A.

Mr. Hollinsworth again pressed home his remarks earlier in the evening, as to the proper relation to rivals. "Don't keep mum about your being at this convention with the idea that they might steal a march on you next year. You should be tickled to death to tell them what you have learned. Make friends of them. It's in the common interests. Bury all jealousies."

Mr. McNabb followed up by recounting his experiences in Peterborough, where the rival window dressers now were working together and often indulged in "round table" conferences.

The show window he regarded as the only effective way of fighting the mail order trade.

He asked for the loyal support of all present for the officers of the association.

A camera was considered by Mr. Nowak as his best help in advancing. It was the camera that had drawn outside attention to his own work and started a series of articles that finally resulted in his appointment as an instructor.

"Is it good enough to photograph?" was a question that should be asked of every display. Night was the best time for reproduction, when the full opening stop should be used for five to seven minutes.

Mr. Nowak concluded by urging all to keep scrap albums and study what others were doing and assimilate their ideas. Books should be studied on every line in which the trimmer was engaged.

Short speeches were give nalso by Messrs. J. A. Jervis, Ottawa; Greenhill, St. Thomas; Burns, Toronto; Boucher, Montreal; Andrews, St. Thomas; Perry, of The Record, and Black, of The Review, while Mr. Murdison, of Regina, contributed a couple of capital songs in Harry Lauder style.

"Auld Lang Syne' closed the convention of 1913.

Convention Notes

Jack McNabb says the sleeve pattern he got was alone worth his two-dollar entry fee.

Veale says he'll come again next year if it is to hear Mr. Nowak alone. Now that's the spirit.

The association started its record financial year, at the opening of the convention, with a clean sheet.

Moose Jaw won the advertising contest and Calgary the C.W.T.A. gold medal for window trimming. Here's to the West!

Doesn't Mr. Hess like to see the boys get along? Well now. He couldn't have shown them more interest if it had been his favorite sport.

Hearty votes of thanks were passed to Mr. Hollinsworth, Mr. Maude, Mr. Nowak, Mr. Hess, and *The Dry Goods Review* for their services.

The association is indebted to the Beaver Board Co., of Ottawa, and the Sherwin-Williams Panel Co., of Montreal, for the material for the screen dividers.

St. Thomas is apparently out for Peterboro's number, judging from the publicity they gave themselves by attendance and prizes, they are out to win some distinction.

If Harry Hollingsworth is acknowledged the father of window draping in Canada, Mr. Dale thinks he will put in a claim as grandfather—he started in at window work 35 years ago.

The experience of Messrs. Hollingsworth and Maude, former president and secretary respectively, will be valuable to the incoming executive, and they can be counted on as active, not "associate" members.

St. Thomas had the largest delegation from outside of Toronto in F. J. Thompson of W. E. Maxwell; Warren Andrews of Anderson Co., Limited, and Edwin McElroy of J. Mickleborough, Limited.

What is in the air around Peterboro' that leads so many publicity men to fame? Its past records shine with men who have made good there, and others who have begun there and are winning fame elsewhere.

Among the places represented were Montreal; Huntingdon, Quebec; Ottawa, Picton, Belleville, Napanee, Midland, St. Thomas, Peterborough, Brantford, St. Catharines, Chatham, Windsor, Hamilton and Toronto.

Regina has the honor of sending a delegate the farthest distance, "Harry Lauder" Murdison as he came to be called. Mr. Murdison dressed the windows for the new famous "twenty-page ad" of the Glasgow House.

Winner of The Review's silver cup in 1912 and President of the C.W.T.A. in 1913 is pretty good going for "Jack" McNabb, of Peterborough. And those who know him say he can keep going at the same gait on the 12-months' Presidential Marathon in which he has entered.

The Larned-Carter Overall Company of Detroit has opened a branch at Sarnia.

Miss Elizabeth McCreary has taken over the millinery business of Mrs. R. J. Moore, Treherne, Sask.

The late Frederick Wyld, of Toronto, formerly a wholesale dry goods merchant, left an estate of $622,585.54.

Werner Bros., of Elmira, will open a dry goods, millinery and house furnishing store in Hespeler, Ont., about September 1.

John Hockin, one of the best known millinery travelers in Western Ontario, died at 3 Grange Road, Toronto. He was first engaged with Brayley & Co., then with the D. McCall Company, and at the time of his death with George Goulding & Sons.

"The Kayser"

Patent Finger-Tipped Silk Gloves

A Guarantee in Every Pair

Kayser Silk Gloves—The World's Standard —The Favorite in Canada

Once again we point out the importance of your giving us your help by placing your

Advance Orders Early

Ever since we secured for Canada the Kayser Silk Gloves the demand has been hard to cope with. The German plant is in shape to look after a still larger Canadian business, but we want **early orders** to give you first deliveries on time, and consequent satisfaction on sorting orders.

To sell Kayser Silk Gloves is to do the silk glove business of your community

Our salesmen are posted on lengths and colors. Order with confidence when our man calls.

Kayser Gloves are made known to your customers continuously.

Kayser Silk Gloves are sold exclusively in Canada by

PERRIN FRERES & CIE

28 Victoria Square, Montreal

How United Effort Brought Increased Trade

A Co-operative Effort on the part of Merchants Resulted in Much Trade From Outside Points Coming to Town —A Systematic Advertising Campaign Played An Important Part—Prizes Were Offered to Salesmen.

OTTO Buchrmann writes in Men's Wear, New York, as follows:

Co-operation appears to be the order of the day, and the experience of a man who believes in it so firmly, that it has worked deep down into his system is given to my readers as an illustration of what can be done by pulling together. The story is worth the reading.

Some clothiers may ask, "Why do you tell the story of a co-operative movement in different lines?" Because as a representative man in his community, this certain clothier has utilized the possibilities of a co-operative movement to enable him to sell his goods. He is one of the main springs of the retail clothiers' association in his state, and to hear him talk about what can be done "by all working together" would enthuse the most pessimistic dealer in the trade. He believes what he says, and he practices what he preaches.

His talks at the state clothiers' conventions have the foundation of experience; sometimes they may not be as smoothly spoken as by others, but they teem with good horse sense. Possibly friendship for this man may have its influence on the relator of these occurrences, but as he does things, and has made a success of his business, he can well be held up as worthy of consideration.

He is not a "money-grubber," pure and simple; he is a clothier to whom you can "show" a thing. He would stand and give away five-dollar bills at the rear of his store, and trust to his knowledge of human nature, the cause and effect of values, and a correct policy, to make twenty-dollar bills come in the front door. He scatters money to increase his business.

This man lives in a small city in the corn belt of a middle western state, and is an aggressive, live young Irishman, who, with the pugnacity of a son of the Emerald Isle, is always "doing things." He is the "boss" of the dominant party in his city; he is the moving spirit in the sporting world of the community, and every young man in town, as well as every boy, regards "Jim" as his own personal friend to whom he takes all his private and public worries; for on whom else can the boys rely, except on "Jim," to put up money for the baseball, football, basketball matches, etc? Pay him back? What man or boy in town would dare try to beat Jim? The standing of such a one in the community would be away below the bottom of the list of "fellows," if he should fail to pay his obligations to this common friend. Make a note of this fact, Mr. Clothier; it is not the legal obligation which makes "the boys" pay up; it's the moral obligation to "stand in right" with Jim.

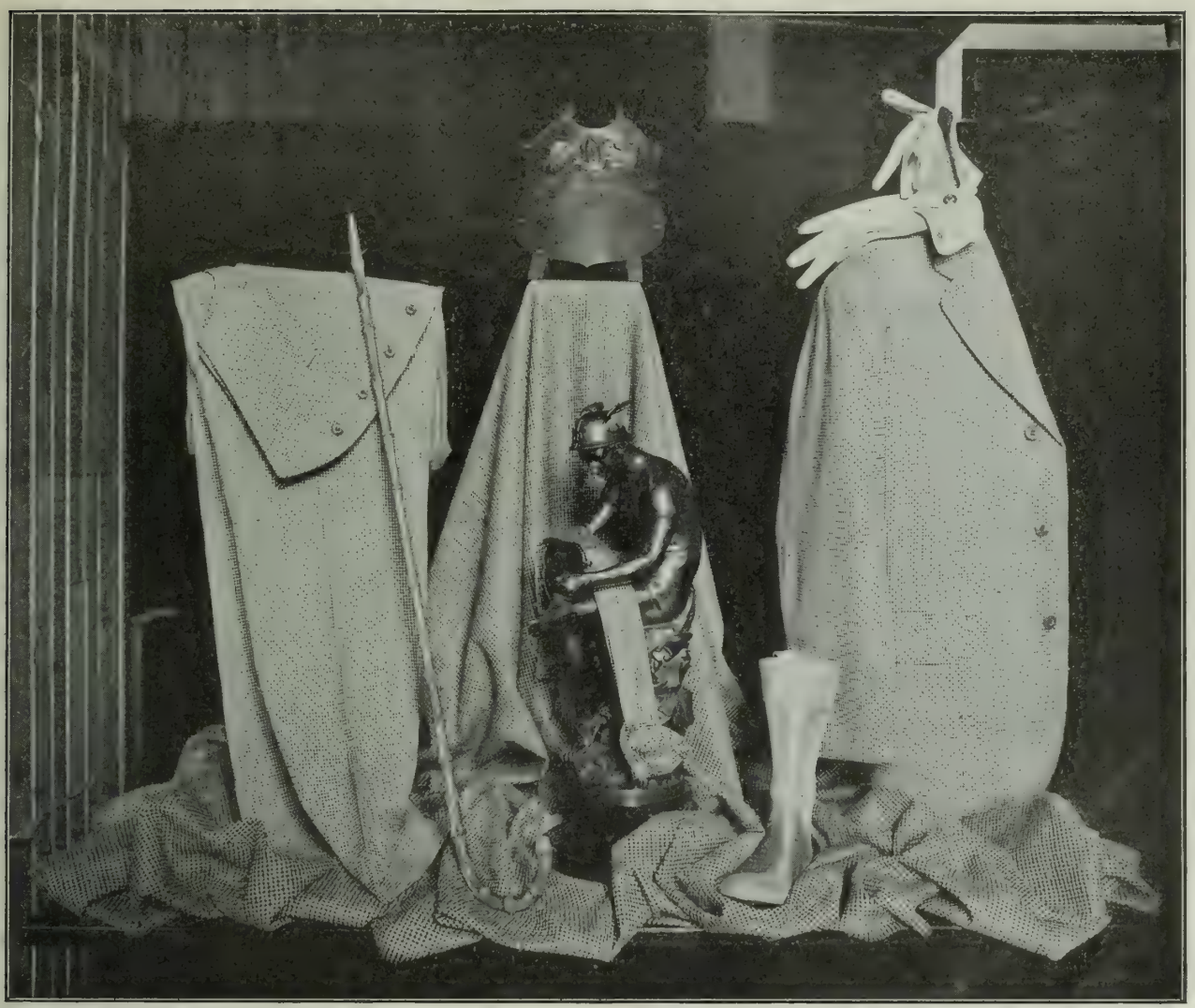
Youngsters will pay their "debts of honor," but they do not feel the same obligation to pay a mercantile liability. It's the human nature of the thing which offers a point for study. They pay friends and associates, but let strangers "wait." Are you a stranger? Or are you a "friend" of the boys?

But to come back to the story of what "Jim" did recently: The city had no special claim, or attraction as a trading point, being within one hundred miles of a metropolis, besides there were the always present jealousies of a local community with which to contend; and as these had to be first overcome, he chose the biggest men in the town, in the sense of being broad-minded, to assist him in his purposed undertaking.

He called in the most prominent dry goods merchant first, and drew his attention to the great number of automobiles in the country, and suggested to him that if the owners of these machines could be attracted to the city, it would bring a large volume of trade. Most women were in no way hampered by the lack of knowledge necessary to handle a machine, and all knew how to drive; and as the women in his section do the most of the buying for the entire family, the idea was to get them to come to this town to do their shopping.

The dry goods man saw the proposition in the favorable light in which "Jim" presented it, and said he was willing to join with his neighbors in any effort to bring the outlying trade; and asked what plan had been contemplated. But Jim was not going to propose any plans until each dealer in his particular line had been enlisted in the general idea. "You see," said he, when telling the writer all this in confidence, "any plan any one man would advance would have been talked over, picked to pieces, and discarded by the crowd; so, I kept my plans dark until at a meeting of nine merchants, each representing his line, all had agreed to pull together in this matter: Dry goods, shoes, clothing, furniture, millinery, hardware, restaurant, grocer and the bank were all represented.

"I got each man to give his plan, for I knew that, no matter how much it would be modified, it was still his plan, and he would support it.'



Very effective display of men's wear executed by Mr. S. A. Morgan, of Semi-Ready, and R. J. Tooke's, Toronto.

The one dealer thought a notice in the newspapers, announcing free ice cream on certain days, would be sufficient to bring the women. Another said he favored circular letters and a bargain day. Another thought the newspapers in the surrounding territory could be used, in connection with the local paper, to bring trade. Another suggested circulars distributed by messengers.

Each was a plan which these merchants had used in whole or in part, at some time in the past.

Another suggested keeping open house by turns.

The discussion was continued until the purpose became definite and fixed, to engage in some sort of an effort for trade-bringing.

Now came the crucial test of their enthusiasm: The amount of money each was willing to put up. In order to equalize the cost, units of $50 were used. The restaurant man was assessed one unit; the millinery shop one unit; shoes two units; dry goods three units; clothing three units; furniture two; hardware two; the grocer two, and the bank two units. Jim made it plain that he was paying more than his average share, but would not kick. The bank objected to its share, but "came across" when it was pointed out that it was for the general good of the city, in which the bank had a vital interest.

One merchant suggested that they go ahead, and do what was decided on as best, and then levy an assessment on each member in proportion to the cost; to this Jim objected most decidedly. "No," said he, "it's all right to talk nice and enthusiastically, but when it comes to paying, it's quite another matter. We will put our names down, give our check and put the money in the bank; and then if it is not all used, it can be paid back pro rata. No credit business for me in an undertaking of this kind. Money down, before a wheel is turned, and then there will be no kicking and hard feelings."

After each dealer had signed the obligation to pay his assessment, and had turned in his check for the amount, then the question came up as to how to spend the money.

Now came the time for Jim to spring his plan; he told how one single advertisement was of little value as an educator; how much more valuable two, and the more certain results to be expected from the

A simple but effective unit arranged by E. P. Burns, with the Robert Simpson Co., Toronto.

third ad. Therefore, this campaign must consist of a series of advertisements. As the merchants all knew that Jim had studied the subject of advertising very thoroughly, they were willing to follow his suggestions—all but the one, in which he wanted to spend the money to have the "copy" written by some expert outside ad man. They all balked at this, and Jim had to be satisfied with the help of the ad man of the local paper; but as he was one of Jim's stanchest friends, he caught the bigness of the idea, and wrote up some excellent copy.

There were three pamphlets of quarter-sheet size of twelve pages each to be gotten up. The front, second page, and back cover were given to the general announcement of the advantages of trading in this particular city. The first pamphlet made a strong plea to patronize home merchants; the second showed the basis of self-interest to the consumer to trade at his nearby city, and the last pamphlet combined and amplified both of these arguments, which were made still stronger why the money should be spent at home with the local merchant, directing the argument at the land owners and well-to-do people.

The advertisements in each pamphlet were made to conform to the dominating idea, each dealer being represented with a full-page ad in which he made some specially strong arguments why people should spend their money with him.

These pamphlets were now distributed at intervals of four weeks each, great care being used to place them in every home within a radius of 25 miles. Three automobiles were engaged, each with a driver and two small boys, one on each side of the machine, to run out and put the pamphlets in the houses—not the mail boxes, but inside of the door of the house; and in almost every case there was a little story to tell about the big undertaking. Do you see where the friendship of the boys for Jim was an active factor in this advertising plan? They always mentioned his name in some connection or other with the undertaking, uninstructed, but quite naturally, as might be expected from friends.

There were but as many pamphlets printed as were to be used; none to spare or be thrown away! Anything which has no value is usually handed out without care or interest.

Next, about twenty-line "readers," changed every week for two months, were published in all the newspapers within the territory covered by the automobiles. These "readers" told of the weekly attractions

A neat unit arranged by E. P. Burns, with the Robert Simpson Co., Toronto.

offered by the merchants of the city, in addition to the bargains named in the pamphlet; particularly emphasizing the Tuesday and Thursday bargains. In this manner, and by these joint means, the interest and curiosity of the entire country was aroused, and many visitors who "just ran over to see what the merchants were doing," became buyers and regular customers; for everybody is so much a creature of habit that when once they came to our town to buy, they were impelled to come again. This applied particularly to Jim, for his store policy was without a flaw or question, and his lines of goods the best to be had in the market.

As Jim's neighbors who had joined with him were the most prominent and best merchants in the city, they all supported each other. When a customer came into the store of one of the co-operators, he was asked about his other contemplated purchases, and it was made a point of honor to see that he bought from one of their number.

A committee of three handled all the money, made all the contracts and attended to all details. Jim was, of course, the chairman. "It took a lot of work," said he, "but it was not as much work as to worry over a spell of dull trade, such as we always have at this season. Work never killed anybody; it is the everlasting worry that takes a man's energy. Always keep stirring things up. If you can't do it one way, do it another. It's better to have a fight on your hands than to have the dry-rot."

To centre the trade in the hands of the advertising merchants, trade slips were handed each customer from out of town when they came into the store; with the request that they present the slip to the salesman from whom they made cash purchases and have him enter the amount on the slip. These slips could only be used when buying for cash. When the last purchase was made, the slip was turned over to the salesman, who filed it in the office, from where they were sent to the bank, and then the customer was mailed a check equaling 5 per cent. of his purchases; and this sum was charged to the account of the merchant who had sold the goods.

Jim said, to hand the buyer this rebate in cash, was too common and would not have the same psychological effect as to send him a check from the local bank. The town and merchant were both raised to the position of a friend by this way of paying

the bonus; and the mailing list thus obtained, of live and actual buyers, was of the greatest value to the merchants for future use.

The page advertisements in the pamphlets, of each dealer, were reproduced in the local paper, at a reduction from the regular rate, as the composition was saved and the printer had a contract for twenty-seven big ads from the merchants; all contracted for by the committee and paid for out of the common fund. Jim says he did this to make sure that every man would do his full quota of advertising.

Thus the papers were full of the undertaking from week to week. Then came this inspiration to the sales people: Prizes were awarded in all the business houses for increased sales; every salesman was on his mettle to make a good showing, and the talk of the town was about the far-away trade which now come daily. When an automobile load of customers were seen coming through the streets, every salesman was in a flurry of excitement to "get a chance at them."

The sheriff's office in the court house was secured as a meeting place and reception room, where a rest room was established for visitors, and the conveniences of drinking water, clean towels, soap, combs and brushes were at the command of the automobilists to freshen up and arrange their dress. Each merchant had a large sign hung in the room, telling the visitors where to go.

The sheriff was glad to get the chance to be a host to so many of his constituents, and confidentially told Jim he "would make the county pay for the little extras of laundry, soap, etc., used in his office, and it would not cost the merchants a cent."

Nine firms footed all the bills, and neither firm spent any more than they would have done singly in making a special effort for trade-bringing during the summer months. Had it been planned to include every dealer, the undertaking would have fallen through, for the "kicker" is always present, who wants things done his way or not at all. But these men, disregarding the criticisms of the outside objectors, went ahead, paid their money, and got the business.

Demonstration of Draping by C. J. Nowak

(Continued from page 76.)

folding into a panel form and tacking across the shoulders, from here it extends in a uniform width to the bottom of the dress.

An excellent but simple idea is used to get neat finish around the bottom of the skirt. Two pieces of cardboard are cut, one round and the other square. These are inserted in the fold of goods around the bottom. By a close inspection of accompanying cut the effect of this may be seen. A belt and a few buttons complete the trimming as the decorator may choose.

Mr. Nowak commented on the value of doing displays in the workroom and when a couple of forms are ready to place in the window this may be done with little loss of time. The workroom is also a great deal cooler place to work than in the window where a thermometer would frequently register from a hundred upwards.

On Tuesday afternoon Mr. Nowak took up the latest novelty in draping along "cubist" lines. The furore created in New York at the International Exhibition of the "Impressionists, Cubists and Futurists" last Spring was bound to make an inroad of some description upon feminine fashions. The strange conglomerations of lines and colors with such bizarre effects as to draw down an avalanche of terms such as "absurd," "crazy," "mad," etc., were reproduced to some extent in models, but the attempt was not successful, except in one direction. The Cubist, as it was explained, paints what he feels, rather than what he sees, therefore some of his shapes and conceptions are intangible to others. His drawings lack the accustomed forms, and seek expression in straight lines, angles and other geometrical combinations.

It is this aspect of the new movement that has appealed to the fertile brain of the window dresser—as a legitimate and eminently practical and attractive form of displaying merchandise. So he, for the nonce, discards the curved forms in arm and shoulder, bust and hip, and revels in squares, and rectangles, cubes and triangles, and retains alone the long graceful sweep that may conceal the cruder bases of his new conceptions. Some of the window dressers have adopted the clash of colors of the new school, after the fashion of the Bulgarian invasion, but Mr. Nowak in his demonstrations limited himself to three with color harmony and in the first instance to a single piece of silk. The "fixtures" are simplicity itself; one an ordinary stand a few feet high; another with triangular pieces of beaver board attached to it; all inexpensive and easily made.

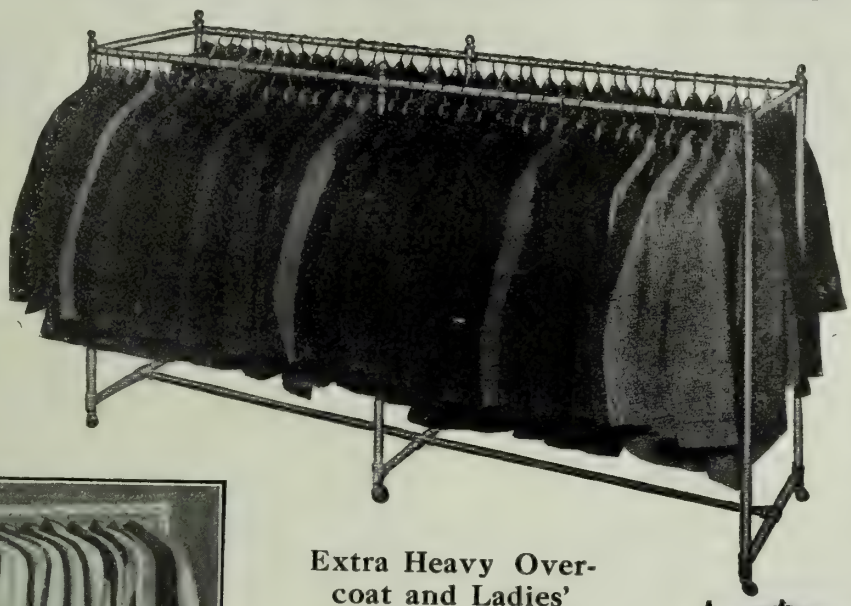
"Simplicity is the keynote of Cubist draping; there is no fussiness, and merchandise is shown to the best advantage,' was Mr. Nowak's introductory remark. "Keep that always uppermost in your mind; don't get away from the merchandise."

The first demonstration was a simple drape of taffeta silk 20 yards long on a straight narrow stand, six feet high. The silk was folded on its width first and the selvege edge attached to the top and pinned down to the bottom. Three loops of decreasing length were arranged and the tops formed in "cube" effects. A portion of the silk was gathered around the base and two sweeps to the right completed this simple but effective drape.

The second was produced on a rectangular fixture six feet in height and 18 inches wide. The folds were arranged in a broken line "to get away from the regular," and the sweep brought from the upper right hand corner and drown across to the left.

The Taylor-System of Garment Hanging

THE TAYLOR Bar-Steel Tube Rack System has not only revolutionized the method and manner of hanging clothing, but has cut the expense of the high-priced fancy clothing cabinets. Where a merchant can afford to spend his money for fancy fixtures, clothing cabinets may be O.K., but where a man wants SYSTEM, concentration, protection, and neatness, TAYLOR TUBE RACKS are best. Some of the largest clothiers in Canada and the U.S. are using our racks with great success. Send us an order. You will be pleased.



Dispenses With High Priced Clothing Cabinets for they serve the same purpose.

Model A

Double Bar-Polished

Steel Tube Racks.

Shipped Knocked Down—and require no tools to set them up. Mounted on the famous Ball Socket Rollers.

Net Prices, F.O.B. Factory.

6 feet long, 4 posts	$ 9.00
6 feet long, 6 posts	10.50
8 feet long, 6 posts	11.50
10 feet long, 6 posts	12.50

OXIDIZED STEEL TUBING.

6 feet long, 6 posts	$13.00
8 feet long, 6 posts	14.00
10 feet long, 6 posts	15.00

Suit Racks stand 5 feet high and 26 inches wide. The Overcoat racks and Ladies' Garment racks stand 6 feet high. Same price as suit rack.

Single Rack, Model D.

Extra Heavy Overcoat and Ladies' Suit Rack

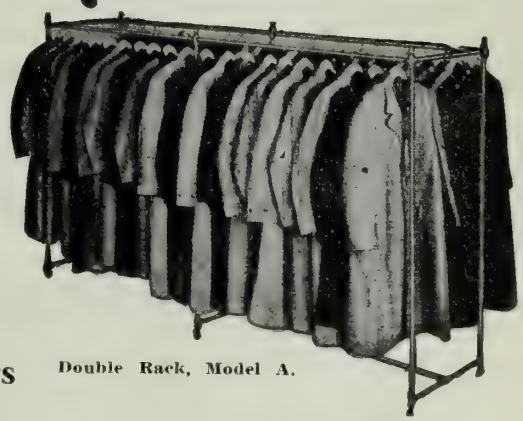
Single Bar

Made of 1½ inch polished steel tubing, gilt fittings, ball socket rollers.

6 feet long, 2 posts	$ 8.00
8 feet long, 3 posts	9.00
10 feet long, 3 posts	10.00

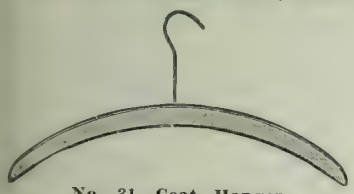
Made of 1½ in. Oxidized Tubing.

6 feet long, 2 posts	$10.00
8 feet long, 3 posts	11.00
10 feet long, 3 posts	12.00



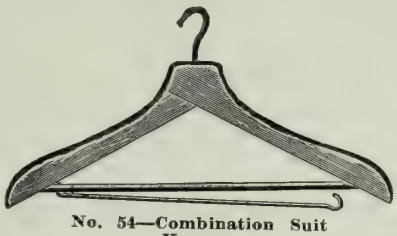
Double Rack, Model A.

Correct Garment Hangers



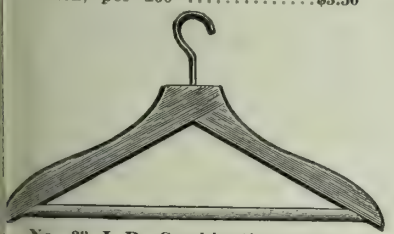
No. 31—Coat Hanger.
Smooth hand buff, wax finish, per 100 ..... $3.50

No. 25—Skirt Hanger.
With hook to skirt at placket, per 100 ..... $6.00



No. 54—Combination Suit Hanger.
With wire attachment to prevent trousers from slipping off, per 100..... $10.00

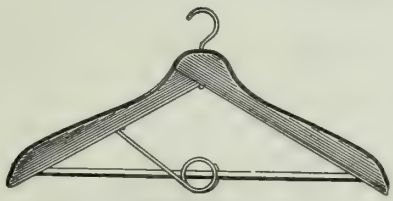
No. 90—Wire Skirt Hanger.
Holds skirt folded as shown, per 100 ..... $4.00



No. 33 I B—Combination Suit Hanger.

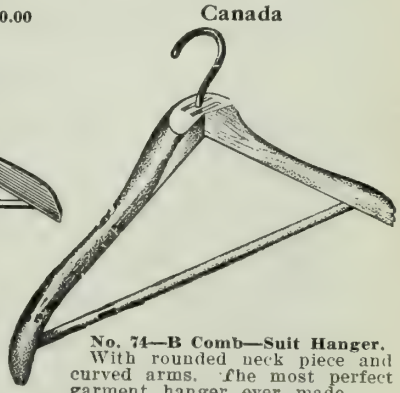
Per 100	$7.50
No. 33, same without bar, per 100	6.50
No. 33. B. Boys, 15 inches wide, per 100	7.50
No. 39. B. Overcoat, 20 in. wide, per 100	8.50
No. 39. Overcoat hanger without bar, per 100	7.50

No. 34 I B—Combination Suit Hanger.
Inserted trouser bar, per 100 ..... $8.00

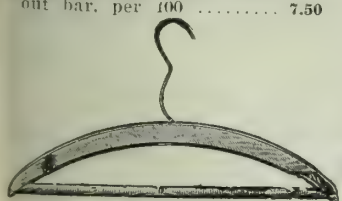


No. 64—Combination Suit Hanger.
With wire attachment to prevent trousers from slipping off, per 100 ..... $9.00
No. 64—Boys, 15 in. Same price.

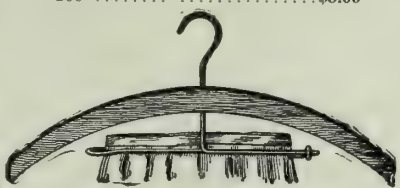
We are the Largest Dealers in Hangers in Canada



No. 74—B Comb—Suit Hanger.
With rounded neck piece and curved arms. The most perfect garment hanger ever made.
$15.00 per 100.



No. 31 XB—Suit Hanger.
With tacked trouser bar, per 100 ..... $5.00



No. 92—Ladies' Combination Suit Hanger.
With wire attachment to hold skirt, per 100 ..... $6.00

Write for New Catalogue No. 96

Mail Orders Promptly Filled

The Taylor Mfg. Company - - Hamilton, Canada

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

Styles at the Derby

A FASHION writer in describing the styles worn at the Derby of 1913 says that the King favored a gray worsted frock suit, which was worn buttoned the whole afternoon. With this was worn a white shirt and square wing collar, with a necktie of His Majesty's racing colors, royal purple and maroon. This was held in position with a tie pin in the form of a horse and jockey in diamonds. White kid gloves with black points and a black silk hat completed the costume. One other day when not accompanied by the Queen, His Majesty wore a dark gray frock coat. On Oaks day the King wore a grey topper of which he is particularly fond.

Earl Grey, the former Governor-General of Canada, wore a single-breasted frock with large double lapels, the points of which reached very nearly to the shoulder and sloped to a point at the waist where the coat was held closed by a link button. The front of the coat was cut away. His shirt was a soft-fronted one with a wing collar having a very wide opening and a black satin bow tie. The waistcoat was double-breasted and cut very deep.

A novelty in collars was worn by Lord Sandhurst, a double fold with the outer fold extending only half way down the collar.

The morning coat holds sway in London. King Manuel, a late convert, wears a black morning coat and trousers of the same material, with a white double-breasted waistcoat and a black satin wide-end tie.

* * *

Lord Lonsdale's clothes are the talk of London. His frock coat which is worn buttoned is cut double breasted. The lapels are rolled flat to the waist line and are not faced with silk but are of the same material as the coat, a black-faced vienna. His waistcoat is double-breasted, white, and is cut very low, while his tie is of white silk, knotted derby shape. His trousers were cut very wide and of black worsted with a heavy white stripe which he could carry well with his height.

Width of the Band

ONE OF the problems confronting the buyers for next season is the style of bands for straw hats, as on the samples shown to the retail trade the widths vary from half an inch to three, with bows on the side, quarter and back. However, the merchant who has studied his customers in the past knows pretty well even in new styles what will suit their fancy.

One-Piece Bathing Suits

THE BATHING suit season has been a very successful one in the United States. The one-piece suits have caused some trouble in Atlantic City and other resorts where the police have driven the wearers into the shelter of the bath house. In Toronto the one-piece suit was worn by four women contestants in a race across the bay, all of them from England or Scotland. The two-piece jersey has as usual been the most popular everywhere.

The shirt manufacturers report a continued demand for the long point collar, and the supply is insufficient. A new collar along similar lines is being made for fall wear, with the inner fold, however, higher.

* * *

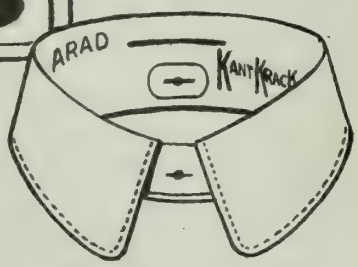
Shirts with innumerable small pleats on the bosoms which were limited to white at first are coming out in fancy patterns, to sell at from $2 to $3.50. Some authorities declare that stiff front shirts will be worn extensively. Many will be of the "semi-bosom" style.

* * *

Some new designs in scarf safety pins will probably be seen this Fall as well as new ideas in cuff links and buttons, watch chains, fobs, etc. It is the general belief that the wrist watch for men has about reached its height, although the sale for women is increasing.

KANT KRACK

COATED LINEN COLLARS



"One Grade only
and That the Best"

—that's KANT KRACK

Have you tried these famous water-proofed linen collars in your men's and boys' collar department?

They have two distinct features which recommend them above all others—The long slit over the back button hole, and the flexible riveted flap, reinforcing the usual weak spot.

KANT KRACK are easily cleaned with soap, water and sponge. All the best styles. Look like linen—wears better.

(Made in Canada)

The Parsons and Parsons Canadian Co.

HAMILTON CANADA

IMPORTANT
to
PYJAMA
MAKERS

Ashton & Pulford

22 Back Piccadilly

MANCHESTER (ENGLAND)

Can supply all your requirements in

KNITTED or BRAID
GIRDLES, FROGS,
LOOPS, TASSELS,
BUTTONS, TAPES, etc.

(Made in France)

Guaranteed for one year.

S. E. Porter & Co.

Sole Agents for Canada.

Complete Stock on Hand

at

"Birks Building,"
MONTREAL

Boys' Hosiery
Girls' too

The boy and girl-proof hosiery is the kind the paternal heart yearns for—the kind that cuts the darn out of the weekly housework; in other words, the

Dominion Brand Hosiery

These hose give the most all round satisfaction of any brand to-day. They produce larger hosiery sales and give good profits.

We make a complete range of knitted caps and mittens, and invite the request for samples.

A. Burritt & Company

DOMINION MILLS
Mitchell, Ont.

The grey top hat is being worn by young men in England as well as the elderly ones the last few months.

• • •

The popularity of black and white and brown and white checked trousers in Paris has created a demand for caps and cloth hats in similar patterns.

• • •

The old style of linen cuff is being revived. One sample shows the link holes well back on the cuff where the links hold the linen close to the wrist and allow the ends to flare. In another the flare is not so pronounced.

• • •

The fashionable straw hats in Paris are high in the crown and narrow in the brim. The young men show a partiality for the rough braids and the saw tooth edges. The Panama hat is not having a very good season, being seen mostly in the country and at the seaside and very few in town.

Miller Brand Duck Clothing

"AHEAD OF ALL"

Barbers', Bartenders', Doctors' and Butchers' Coats

We specialize on duck clothing of all kinds for all classes of trade and are the exclusive manufacturers of

Miller's Guaranteed Unshrinkable Duck Clothing

famous for its shape retaining qualities. Costs one price, sells at one price.

Write to-day for the agency for your town.

Miller Manufacturing Co.
MUTUAL ST. TORONTO

Quieter Shades Are Favored in Neckwear

(Continued from page 60.)

The small checked necktie in black with white and two-toned shades of brown will have moderate popularity. This is mainly to match suits of similar patterns. Cross-barred goods, while making a narrower tie, will be used to some extent, although they will not have the same prominence that they have had in recent times, as the wider ends are by far the most growing in demand.

Late patterns in neckwear. Shown by courtesy of Crescent Mfg. Co.

The cross-barred cravat has one strong thing in its favor, and that is it is cut the long way of the material and is not pulled out of shape when it becomes wedged in a collar as sometimes happens the bias cut tie. To obtain the wide end, however, there is no alternative, but the material must be cut diagonally.

A change from the usual type of straw hat with the black band that may become fashionable is a light tan straw trimmed with a golden brown ribbon finished with a hand-tied bow.

Worn by the Best People
Sold by the Best Dealers.

"CEETEE" UNDERCLOTHING
PUREST WOOL ONLY — UNSHRINKABLE
The C. Turnbull Co. of Galt, Limited, GALT, Ontario

Manufacturers of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.

Small Patterns and Quiet Tones in Shirts

The tendency is all toward quiet colorings and in small patterns, mainly hairline stripes — A demand for flannel shirts for Fall and Winter—The trend in collars—Long-pointed variety not likely to last.

THE INFLUENCE which the popularity of any one scheme or feature in men's wear exerts upon the other factors of furnishings is greater than is generally realized, although it exhibits itself to a greater extent with every new departure of toggery.

This is even now being exhibited very distinctly by the way in which the quiet colors of men's neckwear are influencing those of men's shirts. These have entirely discarded the loud colorings and have settled down to mild tones and small patterns. These quiet shades are the characteristic feature of men's neckwear, and the small patterns are also an outstanding point of men's suitings.

Thus it has come about that now the demand in men's shirtings is for small patterns, mainly in hairline stripes, and there is an entire absence of loud colors or large designs.

DEMAND FOR FLANNELS.

There has been a decidedly increased demand for Fall and Winter along the line of flannel shirts with double cuffs and flannel collar to match. This style of shirt has heretofore been sold considerably in Summer goods, but this year has been eagerly sought after for Fall shipment.

Concerning the Spring 1914 styles, little can be said as yet. Manufacturers are busy getting out goods for samples which will shortly be in the hands of the travelers, and then more definite statements may be made.

SHAPES IN COLLARS.

Collars have recently been undergoing considerable change, but as there are so many staple lines which the masses of people wear, that new styles have a very slow progress except with men who follow styles very closely.

The double collar with a wide opening in front is slowly and steadily growing in popularity, but it will take considerable time to displace the close-fitting collar because this offers such a neat and tidy appearance.

Fancy white collars, mainly those with satin bands, are going to be used a great deal. The quality of these collars, together with the rather neat designs in which they are produced insure for them a rather steady demand.

The long pointed, low, stiff collar which recently made its appearance is from all present indications, doomed to a short existence, and that with not too many favorable admirers.

Most manufacturers are not pushing this collar to any extent as it is an article which requires more cutting than is necessary with the average collar. To this may be added the fact that the article is not neat in appearance. In view of these things, it is not surprising that many are foretelling only a short existence for this article of male attire.

The very narrow wing collar is growing rapidly in popularity as an article of evening dress. It is so decidedly different from the old style straight collar which has been in use for so long that for the purpose of a change at least, it is not surprising to see it meeting with approval.

The long pointed soft collar is one that may have a good run for Summer 1914, although its popularity will scarcely be of large proportions. The medium length point will no doubt be far more popular than the longer ones, especially because the long point has a tendency to curl up at the ends when in use.

The manufacture of a soft collar with a low neck band is a problem that has difficult characteristics. Owing to the manner in which the tie must fit into the collar a wide fold is necessary, and this is difficult to obtain with a narrow neck band and still produce a neat, dressy effect.

AN ATTRACTIVE RANGE.

Montreal—The new shirtings for spring 1914 will be offered to the trade this month. While there are no startling departures from last season the range of goods shown is a mighty attractive one.

Striped goods occupy a very prominent place as heretofore. These are shown in all degrees of stripings from the close hairline stripe to the wider stripe or several stripes at intervals. Among the novelties are colored moires. These come in all shades and should prove good sellers. Russian cords, with the cords of various shades, are another attractive line, and fancy mercerized goods with silk stripes should also meet with favor.

Mercerized materials are likely to be among the most sought after, also French printed percales, Madras, zephyrs and fine Oxfords. There seems to be a continued demand for the better class of fabrics and dealers are finding that it is not so difficult as they supposed to dispose of higher class, higher priced garments.

The manufacturers predict that soft cuffs will be stronger than ever next season. This prediction is

(Continued on page 98.)

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

THE GOLDHAMMER CLOAK CO.

The Goldhammer Cloak Co., located at 312 Spadina Avenue, is a recent organization that is devoting its energies to the production of strictly high-class garments — garments that not only show the most recent fashion touches in cut and line, but are developed in the newest weaves and have the most recent trimmings. To thus keep in touch means that both the management and the buying and designing staff is always on the alert, and that the closest watch is kept on the European and leading American fashion centres, and the new styles are copied and made applicable to the Canadian trade.

Not only do the garments made by this firm exhibit the latest and freshest touches of the mode, but they are made up in surroundings that ensure good workmanship. The building is one of the most recent, the handsomest and best equipped of the many new garment factories that have gone up in this neighborhood. The offices are spacious and handsome, and fitted with every comfort and convenience for the buyer. The manufacturing space is well lighted, and all the most recent appliances that tend to perfection of finish and the proper turning out of the garments are installed.

Besides high-grade suits and coats and wraps, this firm specializes in evening wraps. This is comparatively a new departure in this market, and the line of samples now ready for visiting buyers is composed of many handsome garments.

RELIANCE KNITTING COMPANY BRANCHING OUT.

The Reliance Knitting Co., Ltd., of Toronto, have for some time been known to retailers as the producers of exceptional values in sweater coats. This firm has now been manufacturing these goods for almost a decade, and their productions have found a speedy way into merchants' stocks through the medium of the jobber.

The retailer is now going to have an opportunity of obtaining the product of this firms' manufacture direct from the makers' machines.

The business has been branching out remarkably during recent years, but until the present time has marketed its goods only through the jobber. Now it has branched out, and will sell directly to the retailer, being in a better position to cope with their demands.

This will be a great advantage for both the buyer and the seller and those who have handled their products will be pleased to know that the business has grown to such an extent that this is possible.

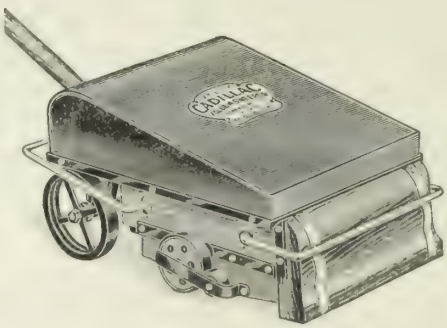
This firm is also branching out on another venture. They have recently purchased a new underwear plant for the manufacture of men's ribbed union suits, shirts, and drawers. The machinery will shortly be installed, and it is expected the plant will be in full operation some time during the present year.

A complete range of underwear samples of this class will be ready for buyers' inspection about December.

The progressiveness of the concern is indeed worthy of comment. In consideration of the firm's past record and management, it will not be surprising to see an underwear business of considerable magnitude built up in a short time.

CADILLAC VACUUM CLEANER.

The Cadillac combination vacuum cleaner and carpet sweeper here illustrated is being offered to the trade by the Clements Manufacturing Co., 78 Duchess Street, Toronto. The machine is built low in order that it may be used under beds,



couches, etc. It weighs eleven pounds and contains three bellows. Power is generated from the axle in such a way that all the bellows are in action at the same time. The handle is adjustable to various positions. The dust box is made of metal. The brush is two inches in diameter and is held in position by a specially constructed spring. It can be used as a vacuum cleaner without the brush by removing the carpet sweeper attachment. It is claimed that the dust bag can be easily removed and that no dust escapes during the operation of the machine. It is claimed that the machine runs without noise or vibration.

HAVE OPENED BRANCH.

The International Tailoring Co., which is well known throughout the United States, and whose name has been recognized as a guarantee for values, have recently opened up a branch in Toronto for supplying the Canadian trade.

This branch occupies spacious compartments at 62-64 John St..

The products of the concern are marketed entirely through mail order by means of representatives in towns and cities.

The company supply samples of goods and everything necessary for obtaining orders, such as well colored style plates, measuring accoutrements, etc.

Besides manufacturing their own goods they also make up any goods supplied them by or through retailers, cutting and supplying all the trimmings for these. This is an entirely new departure and should be met with great approval.

The representatives of this concern throughout the country will have the best of facilities for handling a full range of suitings and giving their customers great selection without the necessity of carrying a large stock of goods.

This system of clothing business will be particularly beneficial to merchants who on account of cramped quarters are unable to handle large stocks of ready made clothing.

The range of goods carried by the firm features some excellent showings of high class suitings that will no doubt win a reliable popularity.

THE COOPER CAP CO.

To become the largest hat and cap manufacturers in the Dominion of Canada has been the ambition of the Cooper Cap Co. of Toronto.

For about fifteen years this concern occupied premises on King St., but owing to the growing demands for their goods they were forced to seek quarters where they would not be so restricted, but could expand from time to time as occasion required.

With this end in view they built their present magnificent factory at the corner of Spadina and Grange Ave. This they equipped with the

most modern machinery which could possibly be secured and with a copious staff of efficient employes are now able to produce from 250 to 300 dozen caps per day. In their present factory they have 45,000 square feet of floor space in use for manufacturing purposes.

The workmanship which is produced in Cooper hats and caps is of the quality which is as near perfection as it is possible to obtain.

RETURNS FROM BRITISH MARKETS.

Robert C. Wilkins, jun., has returned from a visit to the British markets, having visited London, Manchester, Bradford, Huddersfield, Glasgow, Belfast, etc., in the interest of Robert C. Wilkins Company, Limited, of Farnham, Que.

A NEW PETTICOAT.

It will no doubt be of interest to the trade to learn that a new patented petticoat will be placed on the market for spring, 1914.

Under Canadian patent No. 149646, W. N. N. Smith, of the firm of Germain, Smith & Birks, Ltd., Montreal, will present what will be known as the C. G. Slip-on Petticoat. Patents have also been applied for in other countries.

The principal object of the new garment is to overcome the annoyances incident to the transparency of skirts. The garment is open all the way down the front, and is lapped in front about 12 inches. A wide double panel runs down the back from the hips to the bottom, thus making it four-ply. The waist band is adjustable to any size, and the garment can be very quickly put on or taken off.

There is a growing tendency toward wearing apparel that may be quickly adjusted, and the new petticoat should be very popular. It is light in weight, and, owing to its peculiar construction, is not at all bulky.

NEW TOOKE NOVELTIES.

Tooke Bros. are now showing their new spring novelties in men's shirtings, and the range is certainly one of which to feel proud. Many attractive designs are shown in fancy mercerized goods, moires and Russian cords, etc. In collars there is a splendid array of soft collars, and the new pique and Madras, which have taken the popular fancy this season. The tie department is offering some very attractive novelties, and in men's furnishings generally the Tooke line for spring is one that merits especial attention from the trade.

REPRODUCTIONS OF HISTORIC RUGS.

Otto T. E. Veit & Co. are illustrating in this month's edition an old Persian pattern, the original being found in the South Kensington Museum, London, and is known to practically every carpet dealer. The reproduction of this rug has been attempted by many manufacturers in Brussels, Axminsters, Wilton, etc., but their efforts were futile. The minute detail of design and deep coloring baffled every attempt of duplication. The Sachsische Kunstweberei Claviez, Act. Ges. Adorf IV., represented in Canada and U.S.A. by Otto T. E. Veit & Co., Toronto, will exhibit this famous old Persian pattern at the Canadian National Exhibition.

All rugs made by the Sachsische Kunstweberei Claviez up to 12 ft. wide by 24 ft. long are seamless. The wool used is the finest the market supplies, and the sheen of them equals the real Oriental.

It may interest many to know that the justly celebrated Austrian Imperial Hunting carpet, in the possession of the Austrian Court, and valued at $1,500,000, is reproduced by this firm. Authorities maintain that this rug was presented by Peter the Great to the Austrian Court, and has remained with them ever since. Imagine the tremendous amount of work necessary to make this rug in ancient times. Even in our advanced age and aided by brilliant scientific discoveries, to reproduce this piece of antique carpeting necessitates the use of 10,000 Jacquard cards, all working at the same time, and 22,000 threads over the width of the loom, yet this loom is served by a single attendant.

The Sachsische Kunstweberei Claviez, in order to show the Canadian public these masterpieces of the modern weaver's art, have not spared expense, and a visit to their exhibit at the Canadian National Exhibition, where a person is free to inspect the goods at their leisure, will, no doubt, remain a pleasant memory of the 1913 Exhibition.

A NEW IDEA IN MEN'S GARMENTS.

Considerable interest has been created in the trade by the announcement of The Canadian Converters' Co., Ltd., that they have secured the rights to manufacture the Olus garments. Another announcement concerning this new combination garment will be found in the advertising pages of this issue of the Review.

The outstanding features of the Olus shirts and undergarments is their convenience and practicability. These shirts have all the popular features of the coat shirt, with the added feature of the closed-crotch drawers. They have had a phenomenal sale in the United States, and hundreds of inquiries have been received about the garments from Canadian people, both would-be wearers and dealers.

Owing to the lateness of the season no attempt is being made to get the line into the hands of trade generally this season, but orders for spring are pouring in from all over the country, and it looks as if the success of the American makers would be repeated in Canada.

The shirts slip on very easily over the right leg, button down the front, onto the left leg, forming a complete union suit. The cut of the garment is so constructed that there is no binding, no pinching or bulkiness, but a general feeling of comfort and freedom. With this garment there can be no "hitching up" of the shirt. The drawers hold it down without strain or pull. It just fits naturally. That is the whole secret.

The materials shown in the spring range comprise plain and figured percales, Madras, Soiesette, zephyrs, fine Oxfords and mercerized fabrics, in a complete range of prices for all classes of trade.

It is claimed for the undergarments that they are the only real closed-crotch combinations on the market. There is no opening in the rear, but the garments are so cut that they can be readily opened a few buttons at the front and thrown back. It is the only coat-cut-front undergarment in existence. All the features of the skirt apply to the underwear. It is convenient, comfortable, and is made in all the popular cloths, in a wide range of prices.

The slogan: "Turn the shirt tails into drawers," is one that should "catch on," and the makers are preparing for the very great demand that seems bound to develop. It is intended to add a line of pyjamas, with the Olus features, to the range.

Small Patterns and Quiet Tones in Shirts

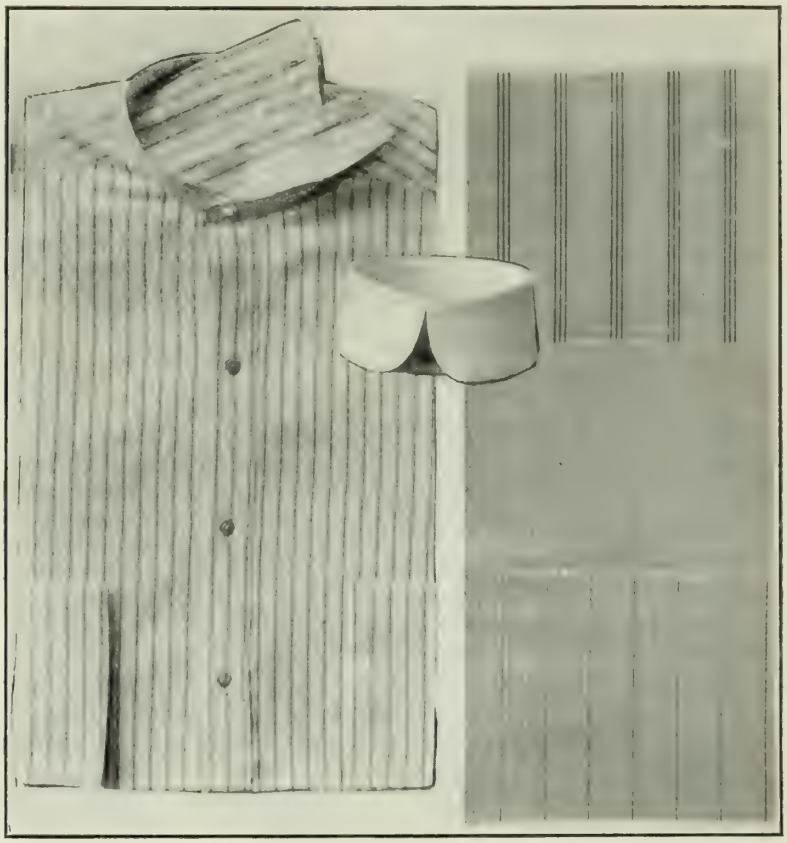
(Continued from page 95.)

based on the experience of this year together with the indications from across the border. The American trade is buying largely of the soft double cuffs without the lounge collars.

With regard to the collar situation, it is claimed that the soft collar is still a big item and that this line is by no means dying, so far as popularity is concerned. Although a considerable quantity of fancy hairline stripes and colored goods have been offered the tendency seems to be to get down to staples and plain and fancy whites and the lighter tones like pearl, champagne and sky. These look to be the proper thing in soft collars for the coming season and a complete line will be shown.

In stiff collars the manufacturers as well as the retailers will be glad to note that the close-fitting models are going out and cutaway models of medium heights are growing more in favor all the time.

Fine pique and satin stripe Madras have had an enormous sale during the summer and they look to be as good, if not better, for next season. They are being largely worn by the better dressers and some very attractive models are shown for the coming season.



New spring novelties in shirtings. Russian cords (all shades) Moire (all colors); and fancy mercerized cotton with silk stripe. Shown by Tooke Bros., Ltd., Montreal.

The collar is known as the "Berlin" shape. One of the new striped Madras goods which have been so popular. This collar is also made with the stripes running vertical. It is also a good seller in the plain goods.

Mackenzie and Griffin, men's clothiers, who occupied most of the lower floor of the Y.M.C.A. building in Sydney, C.B., had a fire loss of $20,000, half covered by insurance.

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Two sessions will be held daily. There will be editorial, circulation, advertising and publishing symposiums under competent leaders. Many of the leading editors, business managers, buyers and sellers of advertising, and authorities on modern merchandising methods will take part. On Friday afternoon, September 19, there will be a mass meeting, with addresses by representative business and professional men, on subjects of timely interest to editors, publishers and advertisers. Distinguished guests and worth-while speakers will be at the annual banquet, which will be made a memorable social occasion. No matter what may be your connection with the trade journal field, if you are interested in the idea of business promotion through trade press efficiency, if you believe in business papers for business men, you will be welcome at all sessions.

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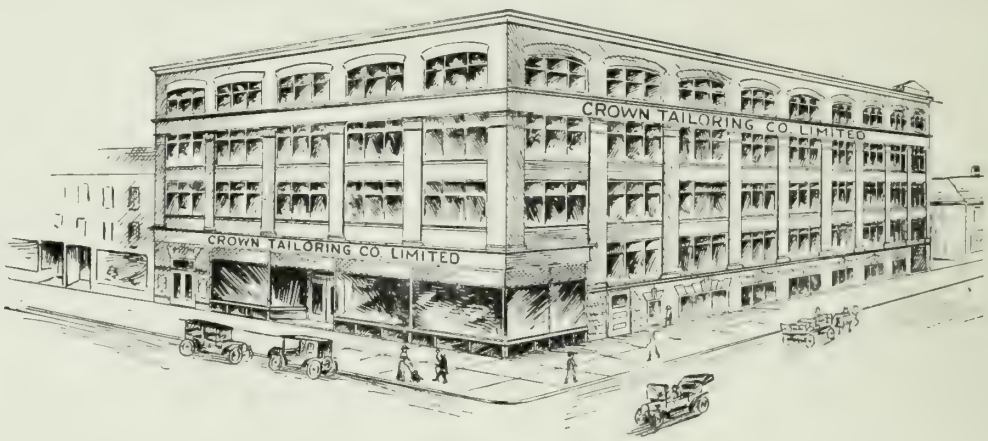
no investment—

just a foot of space and a like share of your time and goodwill



The Ideal Clothing Business

is the one that makes the least demand on your bank account—requires the smallest amount of dead stock, gives the greatest turn over and produces the most profit.

You take absolutely the smallest percentage of chance in carrying the Crown Tailoring made-to-measure samples—your profits are assured, your sales will increase steadily as it becomes known that you carry these samples. You run no risk of misfits.

We have the finest proposition ever offered the Canadian trade—an "all wool" proposal that will interest thousands of Canadian men's wear merchants.

We guarantee you perfect satisfaction, you guarantee your patrons the same.

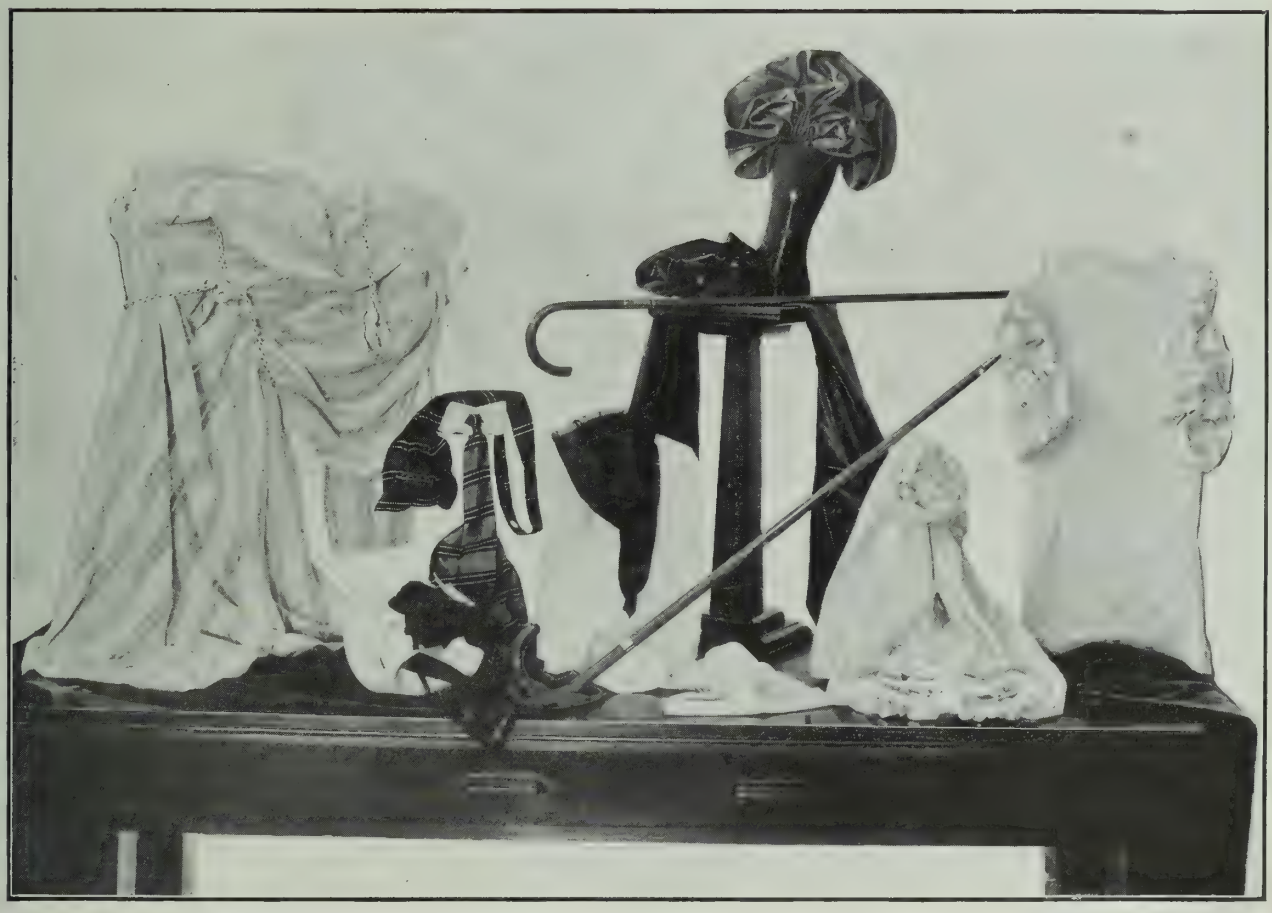
We supply our agents with a complete outfit—only one agency in every town.

Write to-day before an agency is secured in your town. Write now.

The Crown Tailoring Co., Limited

Our New Address: 533 College Street, TORONTO

MEN'S WEAR REVIEW.



SEPTEMBER : 1913

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"Reliance Knit"

723

One of the recognized features of "Reliance Knit" garments is the up to sample goods which we deliver.

We are not issuing a catalogue this season. Write us for samples or drop us a card to have our traveller call when in your vicinity for sorting orders.

Read Reflect Remember

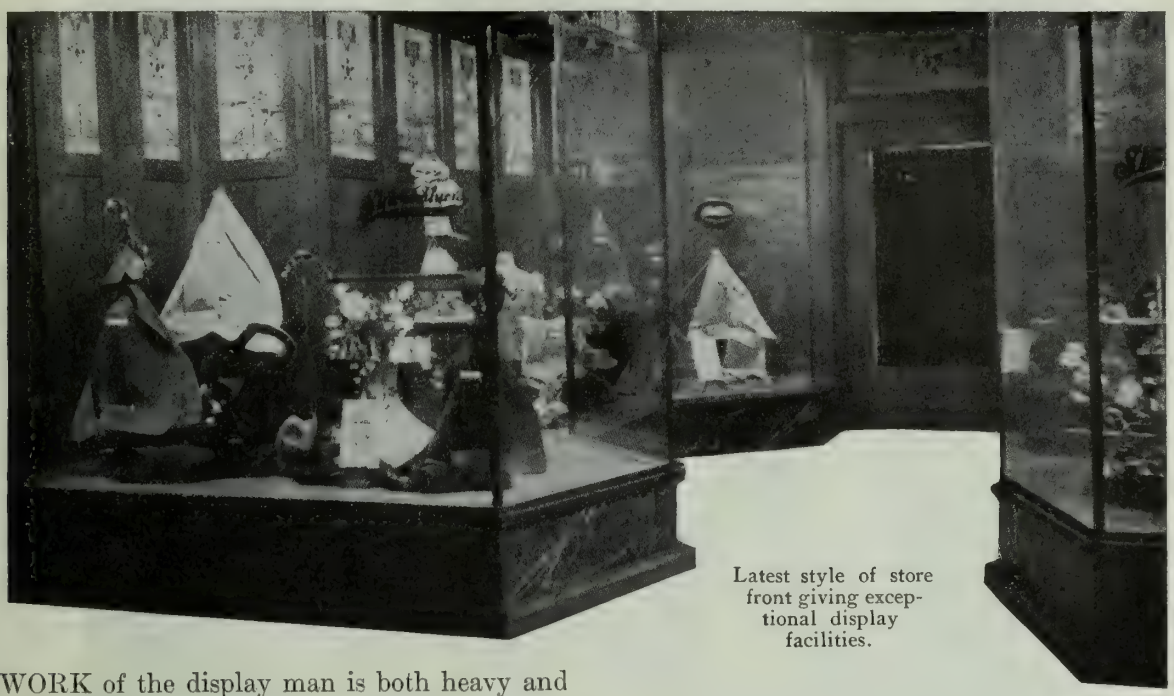
When placing orders you are assured of getting goods exactly in style, colors and sizes as ordered. Our mills are so conveniently situated to the trade, we are in a position to make splendid delivery.

Toronto being the shipping centre of the Province facilities are such that the customer has only one carriage charge to pay.

The Reliance Knitting Company, Limited

KING and BATHURST STREETS, TORONTO

Displaying Goods in the Men's Wear Store



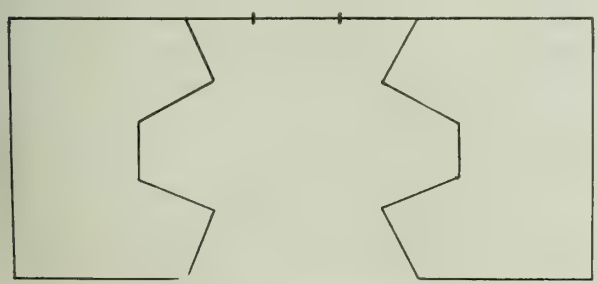
Latest style of store front giving exceptional display facilities.

THE WORK of the display man is both heavy and trying. He must always have something new, something original to show. Further, he must make his work conform to certain rules. There are laws which he cannot transgress and which make it essential for him to carefully study the details of his work.

There are many points in connection with the arrangement and combination of colors which must not be overlooked. Scientists have found that human vision is defined by light waves varying in length. The longest waves leave the impression of red on the sight, while the shortest show violet. This is the scientific reason for the fact that some colors make a stronger impression than others. One thing which the display man must always bear in mind is the necessity for so arranging his displays that they will make the strongest impression possible.

Some window trimmers make the mistake of arranging their color combinations on too conservative a scheme. "men do not like loud colors," is the way they reason it out. "Therefore, it would not do to show loud shades. Good dressers would not be attracted."

That is where they make a mistake. The first essential of a window display is to attract attention.



Plan of new store front.

A large assortment of ties, for instance, all of dark shades, would never do this. There would be nothing to catch and arrest the eye. If, however, a few ties of light shades, even of what might be termed loud colors, were introduced there would be something to attract the passerby. If a display were made entirely of scarfs of light shades, the result would be a display which few men would pass without stopping to inspect.

Of course, a window display is designed to sell goods and thus merely to attract the attention of passing masculinity is not enough. The display must next arouse the desire of possession. "And there," the conservative display man will say, "there is the rub. A man of good taste will not be induced to buy when he sees an assortment of colors which do not appeal to his sense of fitness."

Some weeks ago a certain haberdasher got in a stock of neckwear which was distinctly novel in the matter of pattern. He had an assortment placed in his store window, selecting for the most part the lightest and brightest shades. The display attracted a great amount of attention and the ties sold "like hot cakes," as the saying is. The shades shown in the window proved popular but what impressed the merchant most was the fact that a great many men, who were known as good dressers on the conservative order, dropped in and asked if ties of the order shown in the window were carried in darker shades.

This incident—one of daily occurrence in the best stores by the way—brings forward the fact that a display does not necessarily arouse interest solely in the goods shown. A well-planned window will bring

Neat unit arranged by E. P. Burns, with the Robert Simpson Co., Toronto.

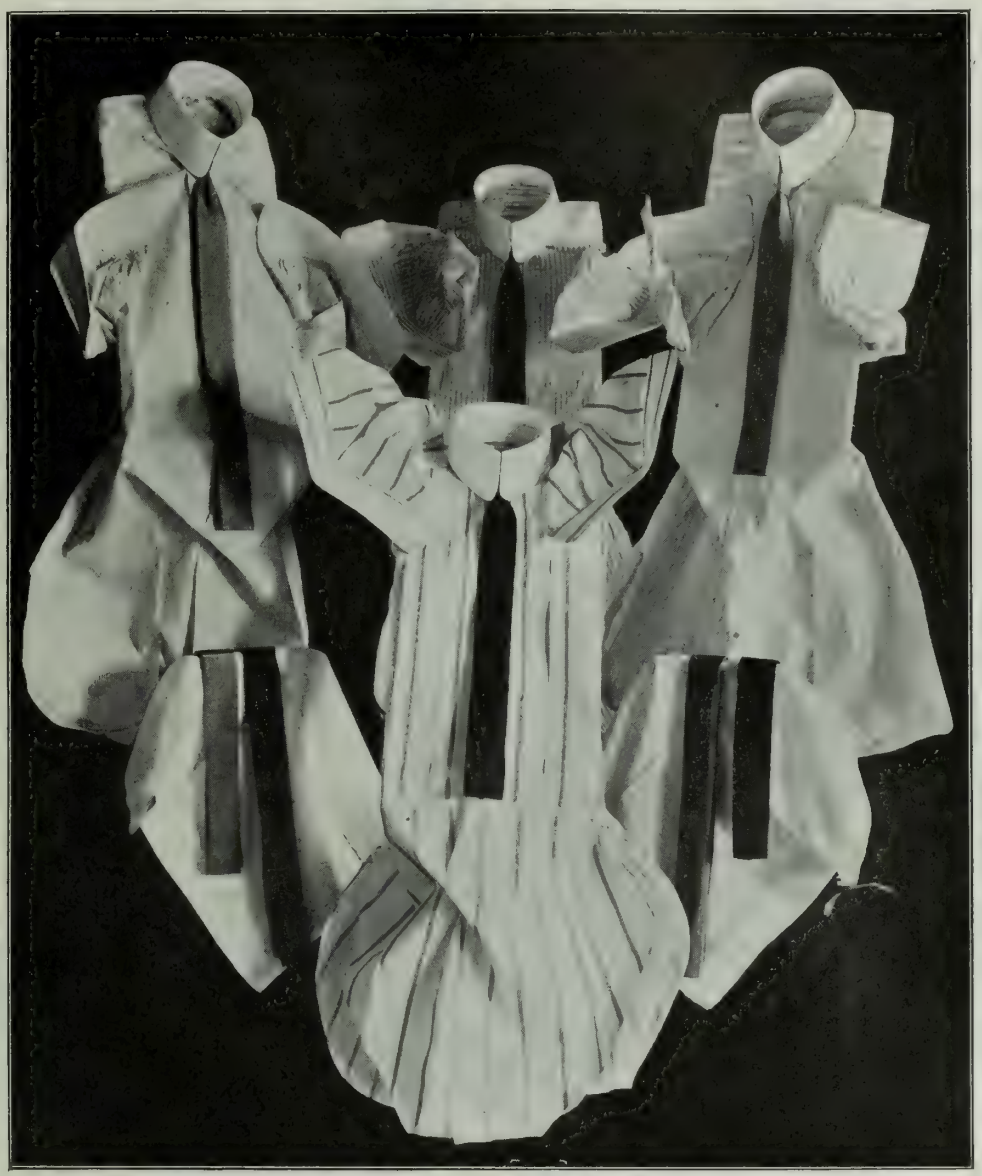
people into the store to *ask for other goods.* Thus the trimmer does not need to limit himself in the selection of color combinations to such shades as would appeal to the most refined dressers. The good dresser will understand, when he sees goods of bright hues on display, that the showing is to attract attention and that he will be able to find what he wants in the stock inside.

The proper showing of neckwear is an art. Colors can be blended and combined successfully only by those who have studied carefully the effects of the juxtaposition of certain colors and the action of light. The display man, who has given study to the subject, will understand that the placing of certain shades together will almost certainly affect the attractive power of either or both. Thus one color either tones down another shade or makes it still more vivid. The light of the sun will make certain shades appear faded out and shallow while with others it will deepen the tone and intensify the shade.

FALL MEN'S WEAR TRIMS.

Men are not as attentive to the matter of seasonable dress as they should be. Carelessness is the explanation. It is quite customary to see men still sporting their battered straws and their creased and sadly unseasonable Summer suits around the end of September. It is not necessary to warn a woman that the time has come to get a new Fall hat; but it is with a majority of men. The men's furnisher, therefore, should mark the passing of each season by prompt and prominent exploitation of goods for the new season. A display of Fall hats will bring realization to the tardy that the time has come to relegate the old straw or the panama to the limbo of unseasonability.

A matter which will soon engage the attention of the display man, is the preparing of Thanksgiving windows. The trims immediately preceding this holiday should be typical and suggestive of the spirit of the holiday. In the men's wear store, atmosphere is largely a matter of background. The preparation of a Thanksgiving window becomes, therefore, very largely a matter of the preparation of a suitable background. A suggestion along this line is presented. This background could be prepared with little labor and less expense and yet would be attractive and sufficiently typical.



Unit arranged by E. P. Burns, with the Robert Simpson Co., Toronto.

AN ELABORATE STORE FRONT.

The last few years has seen a marked evolution in the fronts of men's wear stores. This has been due very largely to the growing recognition of the importance of the window as a trade-getter. In order to present as large an expanse of display space as possible to the passing public, many ingenious fronts have been created. One of the latest ideas is shown in the accompanying illustration. This store has a comparatively narrow frontage but through the extension of the entrance back and the arrangement of windows on each side, the display space available is greater than many stores of double or even triple the frontage can show.

The development of the store front idea is the highest tribute that can be paid to the importance of window trimming.

The Passing Hour

Now is the time to clean up the books.

* * *

An early start isn't everything—but it goes a long way.

* * *

A better financial feeling is noted already, since good crops became a certainty.

* * *

The merchant who gives his time to small details should not expect large profits.

* * *

Make the peak load of achievement to-day, the starting point for the efforts of to-morrow.

* * *

Salesmen are born, not made. And yet, a born salesman will not become a good salesman, unless he has also capacity for hard work.

A suggestion for a Thanksgiving background

STIFEL'S INDIGO CLOTH
Standard for over 75 Years

For Overalls, Uniforms, Shirts and Coats

This trade mark on the back of the goods STIFEL'S

is your guarantee against all imitations of the Indigo Cloth that has held the confidence of garment *makers* and *wearers* for over 75 years---on its unapproachable merit.

Nothing can equal Stifel Indigo Cloth for service and satisfaction.

Insist upon Stifel's Indigo Cloth—the world's standard.

CLOTH MANUFACTURED BY
J. L. STIFEL & SONS
INDIGO DYERS and PRINTERS

SALES OFFICES

NEW YORK 260-262 Church St.	ST. LOUIS 426 Victoria Bldg.		
TORONTO 14 Manchester Bldg.	PHILADELPHIA 839 Market St.	SAN FRANCISCO Postal Telegraph Bldg.	
MONTREAL 100 Anderson St.	BOSTON 68 Chauncy St.	ST. JOSEPH 201 Saxton Bank Bldg.	ST. PAUL 242 Endicott Bldg.
BALTIMORE W. Fayette St.	CHICAGO 223 W. Jackson Blvd.	KANSAS CITY 205 De Graw Bldg.	WINNIPEG 400-02 Hammond Bldg.

The Wear is There

Years of specializing in boys' clothing have enabled us to make Lion Brand Clothing one of the most profitable lines a dry goods store can handle. Made of good wear-resisting materials,

Lion Brand Bloomers

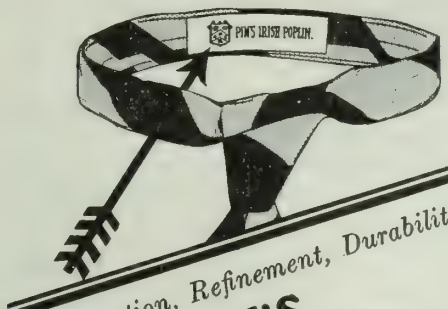
catch the practical eye of the mother, and the stylish appearance instantly pleases the boy. These are the strongest, nattiest boys' bloomers made.

"The Jackson Bloomer"

Write to-day for catalogue.

The Jackson Mfg. Company
CLINTON, ONT.
Factories at :— Clinton, Goderich, Exeter, Zurich

PIM'S IRISH POPLIN

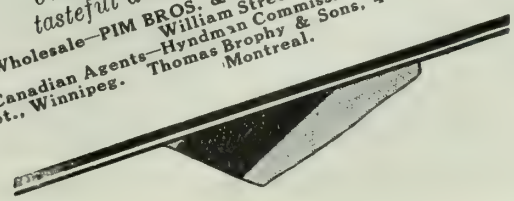


For Distinction, Refinement, Durability, select

PIM'S IRISH POPLIN TIES

They are the most fashionable Ties obtainable, and present a wide range of tasteful designs in self colors, stripes, etc.

Wholesale—PIM BROS. & CO., Irish Poplin Manufacturers, William Street, Dublin.
Canadian Agents—Hyndman Commission Co., 156 Lombard St., Winnipeg. Thomas Brophy & Sons, 41 Herald Bldg., Montreal.



Do Program Advertisements Prove Profitable?

Answers Secured to This Question Are Almost Unanimously in the Negative—Some Deny That Any Results Are Obtained — Whatever Returns Are Secured Are Decidedly Indirect—This Form of Advertising is Non-productive

THE QUESTION submitted in the last issue of The Review was one of deep import. For many years, merchants have paid out large sums for advertising in church programmes and so forth. The practice is not nearly so general now, but still a great deal of money is paid out each year for the purpose. Do the returns warrant this expenditure?

The question, as submitted in The Review, was as follows:

> Does it pay to advertise on programmes, church calendars and so forth?
>
> A vast amount of money is still spent in Canada in the course of a year on such forms of advertising. Are the returns from such advertising worth while?

All of the replies received, with one exception, expressed the opinion that the results obtained were too meagre to justify the expenditure. Some flatly denied that results were obtained.

The one exception stated that "he had won the good will of customers by so doing and helped to retain it by that means."

Some of the replies are appended.

DOES NOT BELIEVE IN IT.

When I first started to advertise, I devoted a good share of the appropriation to the various kinds of advertising that you mention. The churches got their full share and pretty nearly every athletic event that came along meant a position on the programme for me. I got general results from my advertising. I could see that. But the results were not satisfactory. I did not for a moment waver in my determination to advertise, for I was most thoroughly convinced that publicity pays. It became very evident to me, however, that there was something wrong with my methods and I started in to find out what it was.

I decided that I would test all the advertising that I did after that. When an article had been advertised in the newspapers, I watched sales of that article for some time after date of publication and compared the figures with previous sales. I soon found most convincing evidence that my newspaper propaganda was paying me; in fact, after a few weeks I abandoned my efforts to trace results from newspaper ads., so obvious had it become that I was getting direct results in satisfactory measure. In the meantime I had been trying to trace my programme advertisements with little success. If I had a card on the programme for the Baptist Church social, I watched to see if my sales with members of the Baptist church had increased. I was unable to find material difference in the volume of business that I was doing with the people thus appealed to. Once a very good customer of mine, an elder in the church, came to me and said: "A——, I'm glad to see that you are advertising in our weekly programme. We need the money and we appreciate what you are doing."

This expression of good will encouraged me and I heard similar statements from time to time from other church goers. But, as stated before, sales did not increase.

Going into the figures, I found that I was spending a lot of money in that way every year. This money, applied to the good purpose of increasing my newspaper space, would bring results tenfold. I determined to drop everything else and increase my newspaper space. I did so and soon found that the results had fully justified my action.

Whenever I was approached after that to take space on programmes and so forth, I always firmly declined to have anything to do with it. My church friends were a little aggrieved but I did my best to show them my position in the matter. And I don't think that I lost any business by it.

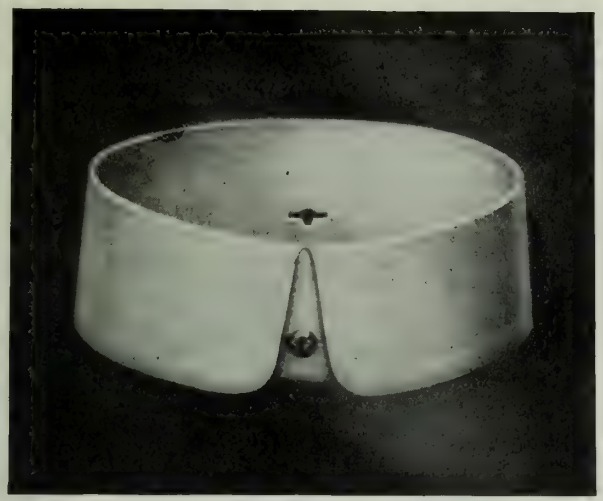
I am against programme advertising, first, last and always. DRY GOODS MAN.

IS NON-PRODUCTIVE.

Does it pay? That is the question, and an important question it is, for on the answer given the dry goods merchant of to-day has to decide the course he shall pursue, or the action he shall take in many different conditions and circumstances of business. Had the question simply been, Does it pay to advertise? our answer would unhesitatingly have been "It certainly pays to advertise, and the better the advertising the bigger is the pay. Wise merchants are therefore on the outlook for opportunities to do good advertising and get best returns for their outlay.

Good advertising has in it many elements, some of which it is not our province at the present time to discuss, but one very important element the advertiser will seek to have right will be the channel through which it shall reach the public, and he will produce style and quality fitted to do the best work for the varying sources.

Your question deals with advertising through the channels of programmes, church calendars etc., and asks if it pays.



CHALLENGE COLLARS

No collar stock is complete without a full range of Arlington Challenge Brand Collars. Every day there is a demand for these laundry saving, dressy collars.

Arlington Collars are made in four grades of cloth-coated and two grades of solid stock in all the leading styles. These collars are superior to any other similar priced collars on the market.

Stock up now for Fall and Winter.

Send for samples

The Arlington Company
of Canada, Limited

54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

VANGUARD KNITTING WOOLS

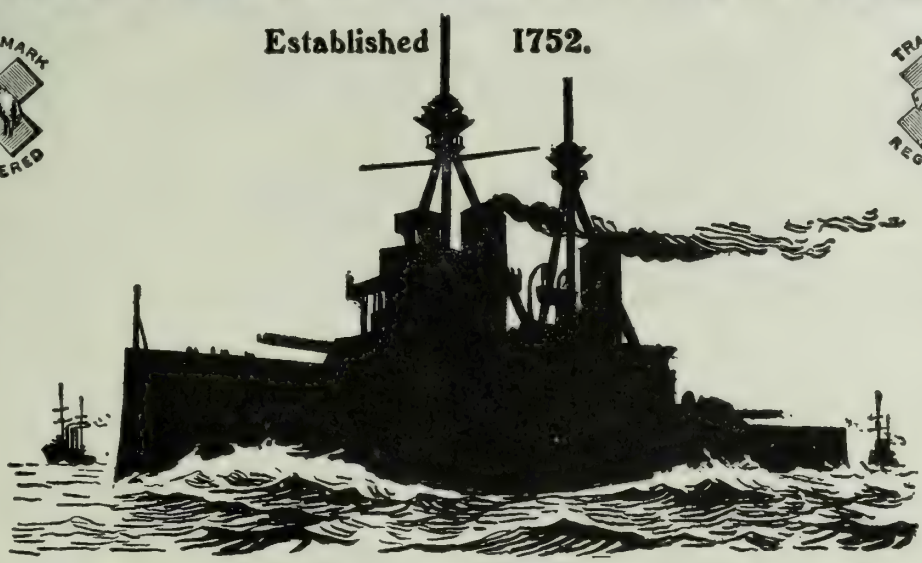
TRADE MARK REGISTERED

Established 1752.

TRADE MARK REGISTERED

Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.



Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

THE STORY OF A $2.50 CARD.

I took the back page of a programme for a special evening session of a convention at a local church. It cost me $2.50.

The attendance was 202 *by actual count, so that half of the programmes printed were never distributed. Two-thirds of the attendance was made up of young people below* 20 *years of age and children. The "buying power" of the gathering was very small.*

After the meeting I noticed that programmes were left on every seat or under the chairs. During the meeting little attention was paid to the programmes as far as I could see.

I decided that I was advertising to people whose trade I did not want at a time when they were not at all inclined to give any heed to business matters.

The $2.50 *was a loss; a small amount, truly, but small leaks will sink a ship.*

(Extract from reply submitted by a merchant in a small Ontario town.)

Good advertising brings direct, tangible results. Some may only bring indirect results, while from much advertising it seems impossible to trace any results, and I would place advertising on programmes, etc., for the most part in the non-productive class, in the way in which it is generally conducted. It is possible that some of it may bring indirect results, but not, I would judge, such results as would show any dividend on the investment, and I would be skeptical about even having the investment returned.

Generally, the programmes, etc., are distributed at a place of meeting where there are many other things to attract and hold the attention. The advertising is merely incidental and relegated to a back, or unnoticeable position and is in many cases not even read. If noticed, it is only casual and makes little or no impression and therefore does not pay.

Let the advertiser write the advertisement, arrange the printing and display of both it and the programme. Have them distributed just a day or two before the event, in the homes, and again at the place of meeting and I think it might be possible to get a return on the investment, if too much money were not paid for the privilege. But few societies or churches would consent to this, and if they did, the result would be an advertisement more than a programme, or church calendar.

W. C. Forman.

DOES NOT PAY.

In reply to your question, "Does it pay to advertise on programmes, church calendars and so forth?" would say in my opinion it does not. We have tried it and used as good copy as in our other advertising and in no case have we ever been able to trace any result. We have selected a special line at a very low figure—a line very much in demand at the time, and advertised it alone in a church calendar and did not have one enquiry. Two weeks later we used the same thing at the same price in our regular advertisement and had direct returns at once.

An instance with direct bearing is the following: Our store is situated in the best suburb of a Western city. There are six dry goods stores as well as all other lines in this part of the city, also all branches of the church. A lady one day asked me to take space in a cook book they were getting out. She said she wanted me to take a page for a special reason. I did not belong to that church, but as we had several good customers that did, I took half a page without asking for the "special reason" as it did not interest me. A few days later another dry goods man and I were talking. He had also taken space—and he told me the "special reason" was that a man who did belong to the church in question had tried to control the book for our district promising to take a page, but if anyone else took any he would not touch it. As the committee thought they could get more than one page from the rest, they turned down his offer. I watched this thing exceedingly closely for a test and I do not know of one dollar's worth of business it brought us, or do I think the other man lost 5c by turning down his own church's magazine. He saved his money. We lost ours. Since then I am through with that style of advertising and business has shown as big an increase this year as any year without this style of advertising and in spite of tight money.

Subscriber.

Toronto, Ont.—J. M. Ferguson, who died suddenly in Toronto Wednesday, was a well-known commercial traveller. Mr. Ferguson Wednesday afternoon visited the warehouse of the W. R. Brock Company, Limited, by whom he was employed, but feeling unwell went to his room at 3 o'clock. He died the same evening about 9 o'clock. It is believed that acute indigestion was the cause of death.

DEACON SHIRTS

Spring 1914

OUTING AND WORKING SHIRTS

Our Traveller will call on you in a few days with our Spring range. We would be pleased to have you compare the styles, prices and materials with other makes· We specialize on soft negligees, with soft cuffs, separate, reversible or attached collar, or without collar.

THE

Deacon Shirt Co.

BELLEVILLE ONTARIO

IMPERIAL PURE WOOL MEN'S UNDERWEAR

FOR thirty years our factory has been specializing on pure wool underwear. The result is that, to-day, we conscientiously believe there is no other brand of underwear on the market that offers the merchant as much value for his money as **Imperial Brand Pure Wool Underwear.**

We are specialists in Men's Natural Wool, Men's Elastic Knit, Men's High Grade Imperial, Men's Double Thread Balbriggan.

Orders for Fall and Winter trade promptly attended to.

Ask your wholesale house for Imperial Brand.

Write for samples to-day.

KINGSTON HOSIERY COMPANY

KINGSTON Established 1880 ONTARIO

The Problems of Launching a Business

THE FOLLOWING interesting discussion on the problems of starting in business with a limited capital was prepared by M. W. Cresap and published in Men's Wear of New York:

Interesting Discussion of the Procedure to be Adopted in Starting a Store to Avoid the Shoals Which Beset the Beginner—The Proper Stocking of a Store—How Capital Should be Laid Out.

In the early nineties, a young man with an abundance of courage and little else turned his face away from his native village toward the growing Southwest. In twenty years he has realized more than he ever dreamed of even in his rosiest air castles. He is the head of a great clothing institution, with a corps of managers and an army of clerks.

How did he do it?

There are more explanations than one, but, for the purposes of this article, we will lay aside the fact that, through his natural talents, he succeeded where others failed. One reason why he connected with the horn of plenty is because the city where he located grew and multiplied and grew again, and he grew with it.

Growing up with the country is not the easy and rapid road to success and fortune that it was a few decades ago. The country for the most part has become settled; pioneering is largely over. Opportunities are still great, but success now must be attained by great skill; by greater knowledge of business; by strict adherence to certain fixed principles of trade, and by a showing of great efficiency. We do things nowadays more scientifically than formerly, and it is necessary that we should.

Many young men are better off to stay where they are and to turn their ambitions toward taking part in perpetuating what has already been built. The men who are young now must eventually take the places of the men who are growing old. The heads of all the great stores to-day will to-morrow be displaced by the young fellows who are now doing the hard work on the firing line. The opportunities for young men in this respect are very great, and no young man should get the notion of "being his own boss" until he is sure that what he is leaving does not hold an opportunity for him. Most employers nowadays who have their own interests at heart will give capable young men every chance.

This discussion, however, does not concern the young man who follows in the footsteps of someone who has already attained success. That is another story, and an important one. The things which the editors of this magazine want to consider here are the steps to be taken and the principles to guide a man just launching in the clothing business.

First, then, we will mention two prime qualifications — two things which every man must have. These are experience and capital.

It is obvious that a man has no place in a business unless he knows something about it. In clothing, he must know merchandise; how to buy it and how to sell it. It is assumed, therefore, that every man who proposes going into the business has at least a fair knowledge of it.

The next thing in importance to experience is capital. The amount depends upon the size of the city, but no clothing business should be started anywhere with an available capital of less than $4,000 or $5,000. Many of the men now in business have started on less, but any amount much less than $4,000 involves a gamble.

The first step is to find a town. The wise young man will make himself well-known to the house or houses from which he expects to make his purchases. The sales manager and credit man will make every effort to find a desirable place for a start. They will be anxious for his success because it means a permanent outlet for their goods, and the young man is justified in seeking and relying upon the advice of some reputable wholesaler.

When the town is decided upon, the next move is a location. It is very important to get a store in the right place. Some men have succeeded by starting on second floors; others have induced customers to walk down an alley; but those cases are so conspicuously few that the average young man should conclude that he is not a genius but just an ordinary, hard-working citizen, and that he will, therefore, have to follow the fixed rules of business.

Out of his $5,000 he will spend $1,000 for fixtures. He ought not to spend any more than that, and even less, if possible, but in the extravagant air of to-day it is impossible to go very far for as little as $1000. This means that the young merchant is then left with $4,000 to invest in stock. He is justified in buying about $6,000 worth of goods. Of course, this is more than he has money for, but before the bills are due he will have sold some of the goods and should be able to discount all the bills. The amount of goods he will sell in a year on a stock of goods of this size ought to be $25,000; we will take that for our figure. The rental should

Don't plan your business turnover on your capital—try special order tailoring and double your business

Take advantage of the growing demand for men's tailored-to-measure clothing without investing any more capital in your business. Whether you are a progressive merchant or tailor you will find the "International Tailoring" of real interest to you and your trade.

Our prosposition is a live one and you should look into it.

The International organization in its immensity stands behind this proposition with a service second to none—perfect tailored garments, good trimmings, perfect fit, and right up-to-second styles.

Write for samples and literature giving full information.

WE ALSO CUT, MAKE AND TRIM FROM YOUR OWN GOODS.

International Tailoring Co., Limited
62-64 John St., 2-4 Mercer St., Toronto

"KING EDWARD" SUSPENDERS

Retail 50 C. Price

Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

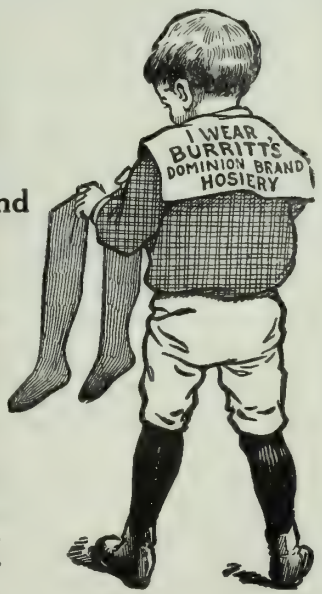
Wear & Tear

If you had a brand of stockings that you could conscientiously offer mothers as one that would greatly lighten her eternal darning, do you not think that such a make would meet with large sales? Made of absolutely pure worsted wool,

Dominion Brand Hosiery

is just the grade of stocking that will withstand the wear and tear of the active Canadian boys and girls.

We make a complete range of sweater coats, knitted caps, and mittens. It will certainly pay you to see them. Write for samples, or wait for our traveller.



A. BURRITT & COMPANY
DOMINION MILLS
MITCHELL ONTARIO

cost anywhere from 3 to 5 per cent of the sales, or anywhere from $750 to $1,250 per year. A little variation in rent, one way or the other, is not important if a merchant can get the right location.

Now comes the actual buying. Beginning merchants have the fault that they are apt to overbuy on everything. The feeling of proprietorship is strong, and it is only human nature to buy from too many houses.

The best advice that can be given such a young man is to consult a good, level-headed credit man, go over his plans for buying, and listen to what this credit man has to say. If he is not satisfied, let him try another credit man from some other house, either in the same or a different line of business, and the chances are that ninety-nine times out of a hundred he will get the same identical advice from both places, showing that general ideas of business are very well understood all around. The first interview will always be with the credit man. The merchant should furnish letters of introduction, especially one from the bank stating that he has on deposit the amount of money represented by his capital. The credit man thereupon will suggest that the merchant pay part cash for the first order; the money would otherwise be temporarily idle, and to pay about one-half cash means the earning of some extra discount, which represents a small profit on the first transaction.

To continue expressing things concretely, we will assume that the young man is to open his store on September 1. Out of his $5,000 he has spent $1,000 for fixtures, he has bought $6,000 worth of merchandise, half of which he has paid for, leaving $1,000 cash with which to open his store. He does not really need that much cash, but most men like to have it on hand; it gives a comfortable feeling.

The next move is to let the public know he is in business. Formerly merchants depended on their signs, their personality and their show windows. Nowadays merchants utilize those forces, of course, but in addition they talk to the whole public within their entire area of trade through newspapers, magazines, letters, street cars, etc.

Advertising is a business by itself; it reflects the character and policy of the store, and unless it is done right a wrong impression will be given, which only time can eradicate. An advertisement in a local newspaper is a salesman talking to many people at once, and, if done poorly, it creates a worse impression than a poor clerk who comes in contact with only a limited portion of the public.

A merchant can afford to spend about 4 per cent of his sales for advertising. On a capital of $5,000, and annual sales of $25,000, his outlay should be about $1,000 per year. He should not try to thinly cover the whole field of mediums; better concentrate on a few and cover them well. If the capital employed is $10,000, the rental, advertising expenses, etc., suggested above can be multiplied by two; if $20,000, by four, and so on up.

A merchant may have ample capital, excellent location, attractive store, good merchandise and good advertising, but all these will not bring success. They must be backed up with a broad policy of dealing with the public. One eminent merchant has "service' as his slogan, and service means thinking first of the customer in every transaction.

When the buying public once has learned that this policy is faithfully carried out it will stand as a continual stimulus and men will be brought to trade in such a store through the word-of-mouth advertising of its customers. There is no harder thing for a merchant to thoroughly learn and practice than a broad policy of dealing, and none is so essential to success.

The office end of a business should be kept carefully in hand. A merchant must know stock, sales, profits, expense and indebtedness at all times. Unless he has this information he does not know how his business is tending. It is easy to eat up profits by too much expense, and unless a merchant knows how he is running the safety of his business may be imperiled.

Credit may be extended to desirable trade: it helps to make business, but the young merchant must exercise care, otherwise too much of his capital will be tied up on his books. A good rule is to pick your own credit customers, as far as you can, instead of letting them pick you.

The hard test for a new merchant usually comes after the first season in business. The stock of goods which at first was $6,000 has been depleted by sales. On September 1, in the fall, and March 1, in the spring, the season's stock should be reduced to the lowest possible point and the new goods unpacked.

On the opening bills, our young merchant paid half cash, and, with his sales, he had the money to easily discount the remainder. When the second season comes he should see that he maintains that record. To lose discount is to sacrifice profit and to impair credit. The system of interchanging information and the reports which are gathered from one source or another are such that credit men in the wholesale houses know promptly whether a merchant is a discounter, no merchant should ever permit himself to be indexed as slow.

As business increases capital is increased by adding to it the profits of the year, but temporary capital may be obtained in another way. When a merchant finds his business so good that it requires a larger stock of merchandise he gets in touch with his banker. Banks exist for the purpose of assisting legitimate business, and, if not utilized for this purpose, their functions would be defeated. A merchant borrows in the spring or fall when he needs money to discount his bills. The discount saved is

(Continued on page 63.)

The First Essentials of Retail Salesmanship

The true salesman sends every customer away satisfied—Those who cannot be interested in high-priced lines should be given as close attention as those who can be worked to swell the sales books.

Up-to-date Salesman — "Something in the way of a fancy tie, sir?"

SOME TIME ago, the proprietor of a large men's wear store, who always made it a custom to put a printed slip in the pay envelopes of his employees, handed out the following advice in that way:

"A salesman is the one who can sell a customer something he had not intended to buy and send him away pleased."

This is partly true; or, at least, it gives half of what goes to make a salesman. And it has ignored what is, in the opinion of the writer, the most essential half.

The first duty of a salesman is to satisfy the customer in regard to the matter which brought him (the customer) to the store. If a man has asked for cuff studs, the first duty of the salesman is to see that a suitable pair of studs are found for the customer. After that he may proceed in an endeavor to interest his man in a new shirt to go with the studs, and a new tie to go with a shirt, and so on.

The chief weakness in many salesmen is their proneness to give perfunctory attention to people who have asked for a small article and cannot be interested in other lines. They make the sale, or fail to make it, in a listless or a hurried way which makes the customer feel that he has no right in that store. The customer seldom comes back.

An incident comes to mind, which bears on this point. An old man, quite apparently from the country, entered a men's furnishing store in an Ontario city and asked to see a pair of "braces." The clerk looked him over critically and decided that he was a "brick" and consequently "no good." Bringing out a few pairs of suspenders, the salesman began to make suggestions as to other articles such as shirts, socks, and collars. The farmer, however, stated that he was in a hurry and needed the braces only. Losing all interest, the salesman left the samples before the customer to make his selection and did not vouchsafe any further remarks or even pay any more attention Not finding just the kind wanted, the customer left the store and repaired to another where he was very courteously waited upon by a clerk who had learned the lesson that civility and assiduity are the two prime essentials of salesmanship. The farmer secured what he wanted, assured the salesman that he was in too much of a hurry to look at anything else and left. The salesman did not unduly press him and was rewarded by a return visit in the course of a fortnight when the farmer bought a new suit of clothes and a rather complete stock of furnishings.

The second salesman did not on the first occasion sell his customer something that the customer had not intended to buy. Nevertheless, he had fulfilled the obligations which rest on a salesman to the letter. He had sent his customer away pleased.

The duty of a salesman is to send every customer away pleased. And this can be done only by giving the best of service to everyone and under all circumstances.

Regina, Sask.—The Regina Trading Company will make important changes October 1 when they take over the offices of Anderson & Lunney, in which will be located the boys' furnishing department.

* * *

Port Arthur.—Henderson Bros. are holding a big stock clearance sale. Among other bargains, they are offering a limited number of $3.00 shoes for $1.

* * *

Woodstock, Ont.—By the death of Thomas Harrison, Parker, which occurred last evening, Woodstock loses one of her oldest citizens. Born in Cumberland, England, nearly 86 years ago, the deceased came to Canada when young and, with his parents, resided in Petrolia. More than 50 years ago he came to Woodstock and here he carried on a drygoods and clothing business in partnership with the late J. D. Hood, afterwards city treasurer.

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

Something About Clearing Sales

THE DISCUSSION in the last issue of The Review on the advisability of early clearance sales has created quite a little comment in the trade. It is recognized that the clearing idea is being carried to an extreme which hurts legitimate business to no small extent. For instance, a number of prominent stores in a certain place will start to sacrifice their stock of straw hats late in July or early in August, offering them at prices which attract a brisk demand. The result is that no dealer in that place can sell any more straw hats at the regular prices that season, whereas the regular selling season should have lasted several weeks longer. This practice results in the curtailment of profits very considerably. Many men's wear dealers state that they think the clearance sale idea is being overworked. One man—a firm believer himself in the practice of not carrying stock over from one season to another—expresses the opinion most emphatically that the rushing in of clearance sales before the regular selling season is over has cut all the profit out of some lines for him and, presumably, for everyone else; and should be stopped by all sensible dealers. This is undoubtedly a question which should be given thought by every men's wear merchant.

Light Apparel for Men

THE PAST Summer has seen a strong revival of light colors for men. A well-known writer on men's styles, states that "since the South African war I have not missed an Ascot, and during those years I never remember seeing men garbed in such light colors as this year." The well dressed men of London, Paris and, to a less degree, of New York, have been appearing in white top hats, white gloves, white waistcoats, trousers of unusually light shade and even in worsted morning coats of a silver-gray shade. As a result, any fashionable event has been an almost bewildering spectacle of men presenting the appearance of being dressed almost entirely in white. Some men have not gone to the extremes but have affected medium tones. Thus, the dove-colored hat has had quite a vogue. Great numbers of them have been seen everywhere. And it is freely predicted that the dove-colored hat is here to stay. Not many have been seen in Canada. But, who knows?

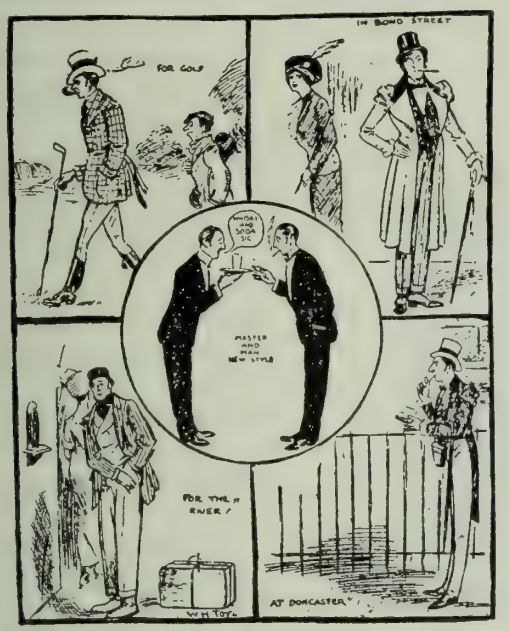
A Great Fad Coming

IT IS not often that a fad for any one color develops in men's neckwear. Usually there is a wide range of shades to choose from, with no particular shade usurping a predominant share of favor. But everything points to a fad developing next Spring for green. All shades of green will be in favor and it seems a certainty that more of that color will be worn than any other shade.

Staying In The Home Town

IN ANOTHER part of this issue an article appears dealing with the advisability of the young man staying in his home town. The young man who stays at home and gets a thorough grounding in whatever line he has chosen is following the best course. To tempt out into the world before equipped with practical experience and knowledge is risky, and, in most cases at least, unwise. Some men have "fared out"

into the world to make their fortune, equipped with a rugged determination only, and have made fortunes. They are the exceptions to prove the rule. In the great majority of cases the result of a premature sally away from home is that the young man gets into a narrow rut, where he is compelled by force of circumstances to remain. At the same time, it is not intended to advocate the stay-at-home policy



It is rumored that men's styles may hark back to the ideas of 1830.
Some possibilities.

as the only one to pursue under all circumstances. When a man has "stuck to his knitting" in the home town and become thoroughly proficient, he then needs the broadening influence that brushing with the outside world gives. It then pays him to get out and meet new people, experience new conditions, and face new and broader problems.

A Novel Device

LIKE the "endless caravan" immortalized by Bryant in his "Thanatopsis"—there seems to be no end to novel window display "stunts." They vary from the interesting to the mildly amusing; from the grotesque to the bizarre; from the unique to the ludicrous; from the mere eyecatching to the really worth-while. And pedestrian-attracting "stunts" of any and all of the types enumerated have been employed with varying success by the "Hat Box," an exclusive hat store operated by I. E. Laventhal at 219 South Spring Street, Los Angeles, Cal. The window attractions have been, in most instances, conceived and originated by C. Ray, manager of the store. One of the most novel and timely window attractions recently employed by Mr. Ray consisted in placing into a display case in front of the store, which is reserved for novelty advertising purposes, a 300-pound cake of ice, into which three straw hats had been artificially frozen. A notice was posted on the case to the effect that five hats would be given free to the five persons making the nearest guesses as to how long it would take for the cake of ice to melt. Everyone was invited to indicate his guess on slips of paper provided for the purpose, and in this way, Mr. Ray states, over five hundred valuable names were secured for their mailing lists.

Thoughts In Brief

Clearance sales are alright but they should be held only at clearance times.

* * *

Another much-needed invention is a golf ball that will whistle whenever it is lost.

* * *

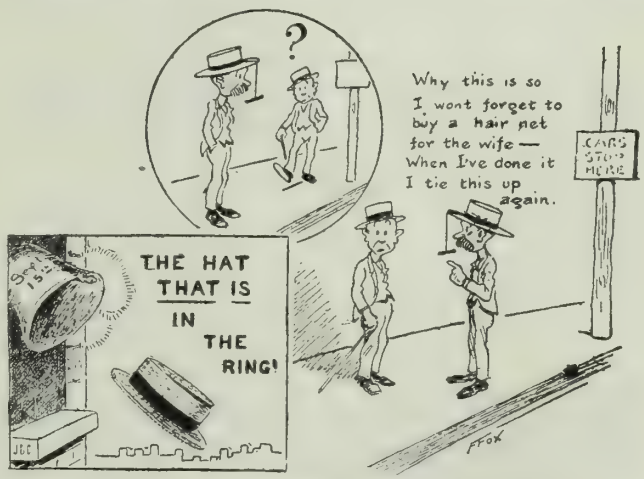
The straw hat should be taboo after the first week of September. Start showing Fall hats.

* * *

Somebody could make a fortune by inventing a raincoat or an umbrella that would be at the right place whenever it rained.

* * *

The Canadian man is probably the most sensible dresser in the world. He seldom takes up fads and he carefully eschews extremes. He is conservative, but exacting in all respects.


?
Why this is so I wont forget to buy a hair net for the wife — When I've done it I tie this up again.
CARS STOP HERE
THE HAT THAT IS IN THE RING!
FOX

The cartoonist and the straw hat.

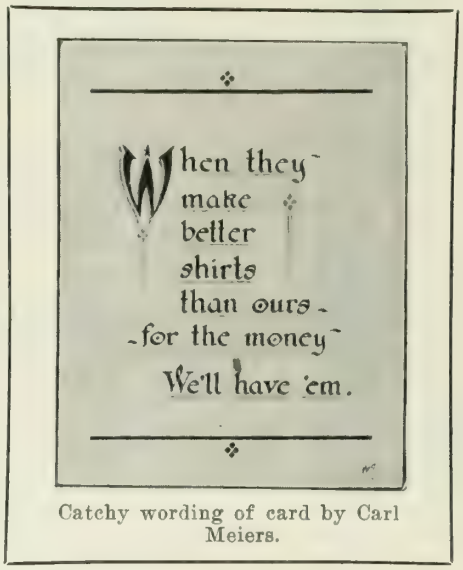
Few Words, and Short Ones, Card Man's Slogan

A dissertation on rules for card wording — Terse phrases, right up to the point, are needed—Alliteration can be used to good advantage — Long words must never be employed — Some examples, good and bad.

A GREAT deal is said about the practical side of cardwriting and the ambitious card writer has no difficulty in securing information with reference to proper methods of workmanship. But what of the other side of it, the problems of card wording?

The wording of a card is fully as essential as the workmanship. A cleverly phrased card, executed in weak and careless style, would attract very little attention; no more, in fact, than a well lettered card which was poorly worded. Bright wording and neat workmanship are equal essentials.

In wording a show card, the writer must bear one paramount consideration in mind. He must arouse in those who read a desire for more information and, by creating this desire, bring them into the store. That is the purpose which the card must serve.



Catchy wording of card by Carl Meiers.

To achieve this purpose a card must "have the punch." It must go right to the root of the matter, telling enough about a certain article in convincing style to half convince the gazer and make him look for complete conviction.

Necessarily, the card must be terse. Tell what there is to tell in as few words as possible. An epigram in three words will tell more to the gazer than a long rigmarole.

Some time ago the now famous advertising phrase, "Eventually—why not now?" was not so generally known and a men's furnisher used it on a card featuring a new style of collar. Every man who saw that card became interested and the dealer sold a large number of collars. The effect was better several times over than if he had worded his card: "This is the coming collar. Be one of the first to wear it," or some such form of phrasing. In four words, the thought desired to be conveyed was expressed in its most perfect form. In addition, it left in the mind of the reader, the desire for a little more information.

THE METHOD TO ADOPT.

The best method to adopt in reducing a sentence or group of sentences to the most laconic form, is to rewrite the matter several times, each time making it shorter. After drafting the wording for the first time, go over it carefully, pruning out all unnecessary words. If it is found advisable, revamp the sentence, putting it in brief form. Finally, if it is possible, go over it again and "boil it down" some more.

For instance, a display of suits is being put in the store window and the card writer must emphasize certain points. He desires to point out that the suits are the latest cut, that the firm will guarantee to fit any customer to his complete satisfaction, and that the price fixed is a remarkably reasonable one. On the first draft, he evolves something like this:

"These suits are cut on the most approved lines

SOME TERSE RULES FOR CARD WRITING

Few words and short ones—that is the best motto the card man can adopt.
The wording of a card is fully as essential as the workmanship.
An epigram in three words will tell more to the gazer than a long rigmarole.
Go over it again and "boil it down" some more. Make everything as brief as lingual limitations allow.
An alliterative phrase gains wider praise than it really merits.
Long words are as much out of place on a showcard as a plowhorse would be on a polo field.

and a fit is guaranteed every man. A bargain at the price."

This was too obviously long and cumbersome, so he started in to use the blue pencil. The result was as follows:

"Suits on best lines at lowest prices. A fit guaranteed."

This did not suit still as the cardwriter desired to letter his card in large and bold style. He wanted six words at the most and yet felt that he must bring out the three points. Finally he kept boiling the matter down until he got it condensed into the desired length as follows:

"*Good* style, *better* fit, *best* price."

The best advice that can be given to cardwriters is to make everything as brief as original limitations allow. Caesar told us much in his, "I came, I saw, I conquered," as some war correspondents will tell in three columns of word painting. A card with four words—if the four words have been selected with discrimination—will be many times more effective than a card with a dozen words.

SNAPPY PHRASES FOR CARDS.

She will like you in one of these suits.

Going to the dance? Everything you need here.

These straws show the way the style goes.

Bathing suits going down—in price.

Hats meant for handsome men.

Cold winds: Muffle up.

You need that fall overcoat now.

Let us help you to dress correctly

Warm and wholesome—worth the money.

Defy winter's blasts.

These gloves keep the fingers warm.

Man's one extravagance—a good stickpin.

All kinds of ties. All good form.

Satisfy that craving. Get a fancy vest.

Eventually—Why not now?

Gentlemen's suits—They hit the right note.

Pumps, for the dancing man.

THE USES OF ALLITERATION.

One of the most potent weapons that the card writer can use in making his efforts bright is alliteration. An alliterative phrase rolls smoothly off the tongue and gains wider praise than it really merits. Public speakers of a mediocre order have sometimes won reputations as orators solely through a knack of alliteration.

A card which is worded in this way will always be recognized as clever. Such phrases as "popular prices prevail" and "superb style standards," have been used with best effect by card writers and admen. It is better to designate a collar, which is cut on sensible, comfortable lines as a "comfort collar," than as a "sensible collar."

At the same time, the effort to achieve alliterative effects can be carried too far. Slangy adjectives are too frequently introduced, such as "classy," "nobby" and "nifty". These words can be used on occasions to good effect but they do not improve with overuse.

DESCRIPTIVE PHRASES.

The best card writers are those who have the gift of descriptive phrasing. A man who can find the way to describe an article so that the reader gets a complete idea of it, can get results every time. Such phrases as "wears like iron," "advanced refinement in ties" and "the collar of comfort" are found highly effective.

SHORT WORDS BEST.

It is a cardinal rule that the cardwriter must use short words. Long words are as much out of place on a showcard as a plowhorse would be on a polo field. They are too heavy and cumbersome. They take up too much space and cannot be taken in at a glance. People do not expect or appreciate the use of "jaw-crackers." The card writer who penned the words, "The apotheosis of present styles" was getting away beyond the people who would see that card. For all they knew, he might be making the assertion that the articles shown were intended as a burlesque on styles.

Few words and short ones—that is the best motto the card man can adopt.

The Perfect-Knit Mills, Limited, Listowel, have been incorporated, with a capitalization of $50.000.

Westboro, Ont.—The first dry goods and gents' furnishing store to be conducted in Westboro will be opened shortly by John Stewart on the Richmond Road.

Advantages of Staying in the Home Town

A story which tells how one young fellow stayed in a country store and gradually worked his way up to a lucrative position, while his chum went to the city and fell into a rut—A story with a moral.

"ON MY word Pete I can't understand why you want to stay here at this job and in this dead old town. You have often heard me talk of getting a job in the city, and now I have a chance and I'm going. If you're game to go too, why just say the word, and I can get my friend to work you in at the same place."

These words were spoken by a young man about 18 years of age as he was mechanically dusting a row of shoe boxes of a general store in the very quiet town of R———. The boy who was thus expressing himself was popularly known as Fritz. He was actuated with a burning ambition to gain distinction in the mercantile world, but this ambition was of the impatient variety. He was willing to pay a price for fame but not willing to pay the necessary amount in the way of earnest endeavor. His nature was somewhat shifty. If surrounding conditions did not work harmoniously to his liking his policy was to seek for those that did. Which, by the way, is like a phantom ship, never reached.

Pete, at the time Fritz was speaking to him, was in an energetic and enthusiastic manner wrestling to relieve a box of oranges of its stubborn cover. He, too, had ambition of the burning variety, but he was a boy given to deeper thought, and with a keener sense of foresight than his co-worker.

The two boys had been brought up in the little town, had attended school together and being friends had obtained work in the same store.

The town was not large, in fact it was much too small for Fritz. To him it appeared that his ideas were of too great magnitude to be worked out in such a small and unimportant place, so he chose the city as a promising locality.

To Pete, the small town appeared to be a mine rich in resources, a place where he could get a good general knowledge of his business. He had many original ideas which he wished to work out on the unsuspecting inhabitants of the little own. He could live there at a great deal less than he could in the city. He had, moreover, the comforts of home which few boys appreciate.

A month after the conversation in the store, Fritz was standing behind the dressgoods counter of a department store in the city. He was thinking of poor Pete still wrestling with the orange boxes and feeling sorry for his old pal. Pete, at the old store, was still appearing every morning in good time to get the sweeping done and then dig around to see how much more he could learn.

The next two years Fritz spent selling dressgoods and of these he obtained a somewhat thorough knowledge, but what little acquaintance he had formerly gained of general dry goods was gradually disappearing, and by the time two Summers had passed was almost at the zero point.

The environment of the city was not as productive as he had anticipated. In his boarding house he had none of the comforts of home, so had to seek other forms of recreation. In the Summer time his room stifled him and odors coming up from the kitchen drove away his appetite every time he entered the house. How lonesome everything was. What few friends he had made were scattered over the city he knew not where. He never could make friends with the boys in the boarding house. They were of an entirely different type to Fritz. He would rather be alone than in such company. Many times he thought he would seek another house where conditions were better, and the boys more to his liking. But no, those houses were too expensive for him. He could not pay the required price from his small weekly income. So he had to stay where he was although the street cars rattled past his window and awakened him from his first dozy dreams. Then, too, there was always the knowledge that the room was inhabited with living things he had never seen in his own comfortable home.

When winter came the surroundings were no better. He thought that to wile away some lonesome hours he would obtain some good dry goods literature and better fit himself for his job, which, owing to his meagre knowledge of the trade, he feared might end any Saturday night. The first night he attempted to read in his room he was so cold that he put on his overcoat, and turned the dim-looking gas burner as high as possible in order that what little heat it would give might keep his circulation nearer normal. This ended all attempts to make his room a sitting room. He wondered if they would let him go down stairs with the family. The boy in the next room told him that that was never done. His home was his room or the cold street, so by scraping along and doing without proper clothes he saved enough money to allow him to go to the cheap shows and poolrooms, where he was a little warmer than on the street or in his room.

Pete, at the old home town, was enjoying all the

comforts of home. Around the store he gathered up trade magazines and papers and devoured their contents on the lawn, in the shade of the big maple tree, and in colder weather he gathered himself into a big chair before the dining room heater and read until the fire put him to sleep. Then, after a nightly visit to the pantry he would go to bed and sleep, as he would say, "like a brick."

If Pete was asked how cotton was going he could tell its exact price in any state. When his employer wanted to know just where wool stood, Pete could supply all the information he wanted. He could tell him that sugar had gone up three cents and that the leather market was in a shaky condition. He knew that clothing was to be a little looser fit next year, and that hats were to have more curl to the brim. There was no part of the business that he did not understand.

Four years after Pete and Fritz had parted the wholesale concern of K——— & Sons were on the outlook for a competent man to handle their Western trade. Their representative, Mr. ———, who covered that territory which included the little town, strongly recommended Pete to the firm. It was decided to give Pete a trial although they well knew that when Mr. S——— recommended anyone he was a man who knew his business.

Pete's experience on the road was full of experience, mixed with some adventures and not a little romance. Three years were sufficient to show his firm that he had business ability and integrity. They saw an opportunity of opening a store in a new northern town. A proposition was made to Pete to go as manager with prospects of owning the business. This he readily accepted, being very anxious to settle down and put an end to a romance that had occurred "along the road."

Ten years later Pete took over the entire business as his own. This had grown to enormous proportions, as the town grew to a city, and now each department has its own head and a system was worked out that was perfect.

Where was Fritz? Not where was he, but where is he and where is he likely to stay? By hard work and after he had come through many tight corners, because Fritz was by no means a weakling, he finally secured the position of manager of the dress goods counter and to this position he seems to be anchored, although he many a time thinks of that day at the old general store, when, while Pete was after oranges, he in his haste had grabbed handfulls of lemons.

Was there ever a story that was more true to present conditions than that just related? How often does the young man in the country store see far off fields in the city, and through his color blindness think they are green? How often does he, in his haste to gain distinction, choose lemons while the other fellows are taking their time and making sure they get oranges?

Almost every day we see young men who have but a spattering knowledge of business, pick up from the place where they could get the best general knowledge and drift off into some place where they get into a rut and stay for the balance of their lives.

It is not meant to be inferred that men should not specialize along any line which attracts their interests. To specialize along some branch is by far the most productive of results. But the choosing of what branch a man wishes to concentrate his powers on is a matter of extreme difficulty and importance. To most beneficially make such a choice a man must gain a high piece of ground, from which he can see the lay of the land, and then follow the policy of the bull-dog,"smell out your opportunity, then hang on."

Many a young man leaves his country home and enters the city store, drops into the first department that is opened to him, makes just about enough money to keep up a bare existence, probably a miserable one at that, gets disgusted with his outlook, loses his ambition, and lands, well! it is hard to say. Many just drift along from one thing to another, wherever the wind blows them, until the earth in her kindness opens up and receives them, and they are lost and forgotten, yes, completely forgotten, not even a piece of marble to mark the spot where they were last seen.

Other men will take an inventory of themselves and know where they stand. They will get all the general knowledge they can, and then from their advantageous ground they spot out their goal. Wherever they go or whatever they do, it is a step in the direction of their vision. Their whole being is thrown into their work, nothing is done half-heartedly, but thoroughly, and with a determined face and set teeth.

The city offers opportunities to the man who is thoroughly competent, but without this proper equipment his chances for success are very slight indeed.

What is the good of a thousand shoe factories giving you their entire product, if your feet don't fit the boots? What is gained by a thousand openings as a store manager, if a man only knows how to do the janitor's work?

Many a young man wants to try the city because he thinks that, there! is the opportunity of gaining salesmanship experience. This is a great delusion. It is an acknowledged fact that in small cities and country towns, there is more genuine salesmanship ability found in the average man, than in a host of city stores where the clerk acts like a machine, and makes a person wonder if it is a mummy, or a man bereft of vocal organs wearing out in wilful waste good shoe leather on the other side of the counter.

Business Conditions Show Improvement

THAT BUSINESS conditions have improved is evidenced by the fact that more business is being done. There is an improved tone generally. Of course, the increase is not large, when compared with the figures of past years. Business men are not surprised at this, having made up their minds not to look for extraordinary increases, as they did in the past. They are quite satisfied this year with a normal increase and accept same as evidence of an improvement in conditions which will spell brisker trade next year.

An increased volume is being done — Panicky stage has been safely passed— Money will be easier for the remainder of the year, according to financial men.

Although in some respects business is not yet up to the mark, it is safe to assert that the commercial public have safely passed the panicky stage. Any fears which might have been held a few months ago have disappeared with the upgrowth of confidence in the stability of commercial conditions. It has been demonstrated that commercial stagnation does not follow a sudden tightening of money.

Business men are watching financial conditions closely. In dealing with the situation, Financial Post says:

"The outlook for the remainder of the year is that money will tend towards greater ease. Last week we said that we expected to see a turn for the better towards the end of the year, but in the meantime money will be tight. The crop in Canada has to be moved and for that undertaking the banks are comfortably well equip-

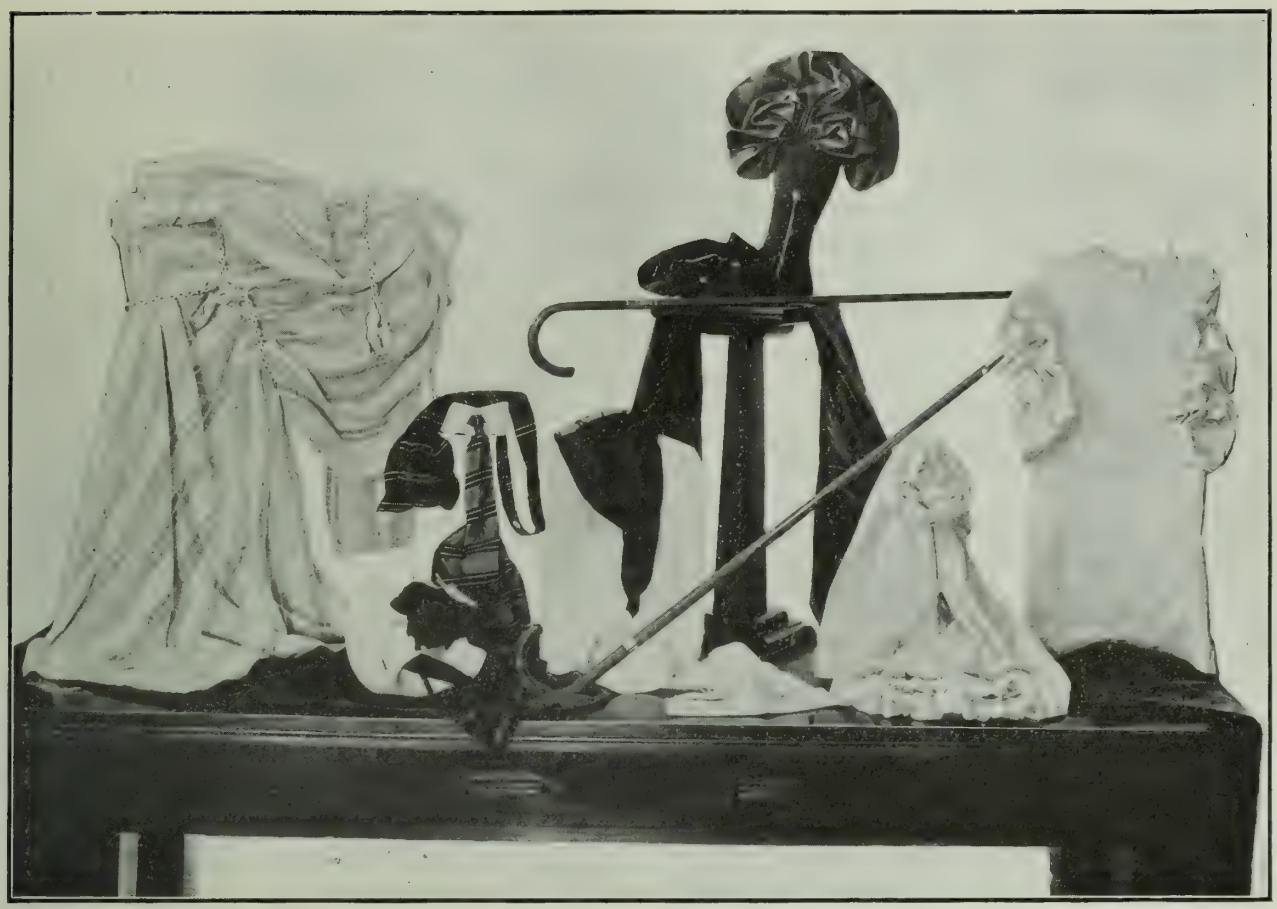
CROPS ARE SAFE.

Any doubts which have been entertained on the score of the crops have been effectually dispelled. Reports from many districts have been received to the effect that the safety of the crops is now assured.

With a continuance of good weather, the year's yield of wheat will be placed in storage with a minimum of loss. Conditions so far have been practically perfect and the work of getting in the crops has not been impeded in the least degree.

The effect of this satisfactory condition, is incalculable. Business has felt the impetus of a new spirit of optimism. A more active tone is noted all around. Retail business has picked up, manufacturers are showing more readiness to extend operations. With the promise of a good crop fulfilled, there is no reason why prosperity in fullest measure should not again be enjoyed.

The crop situation as seen by the cartoonist.



Attractive unit arranged by Geo. E. Keast, with Marks and Price, Yonge Street, Toronto.

ped, but they are not too confident as to the future. They are still keeping a tight hold on the reins and are not relaxing efforts to keep up strong reserves and keeping going the ordinary commerce of the country. To do that they are just as watchful of speculation as they were six weeks ago.

It seems agreed among financial men that conditions are sound but they very wisely restrain any expressions of confidence and preach moderation to their clients. This attitude is a wise one, as it will help to put business generally on a sound basis and eliminate rash and speculative development.

The Problems of Launching a Business

(Continued from page 59.)

always more than the interest paid to the banker. After the bills are discounted the banker is paid out of the money that comes from subsequent sales.

Only a small part of the merchants who fail cause a loss to their creditors; most of them lose their own capital, sell out, pay up and quit; some die in the harness and their estates barely pay out.

The fundamental causes for their failures are few:

First—Lack of managerial capacity. Most merchants make money when the business is small; they do most of the work themselves and watch every penny of expense. When the business gets bigger, and some of the important work must be done by employees, the weaknesses of the manager become apparent. Here a genius for organization is necessary.

Second—Ignorance of the facts about the business. Instead of knowing every day all about the size of the stock, expenses, profits, they guess at such things.

Third—Lack of concentration. Many a good merchant is spoiled by a little success. Instead of sticking to the business which gave him his first taste of prestige, he permits himself to be dazzled by other things, such as real estate speculation, political honors, and other outside ventures. Some men make them pay; more do not.

Fourth—Underestimating opportunities. In towns there are too many mediocre stores and too few really good ones. Merchants are prone to be too quickly satisfied, thus making room for new and more lively competition.

The rolling stone gathers no moss. And what's more, it never rolls up hill.

A Strong Talk on the Art of Salesmanship

Address by Well-known Authority of the Clothing Trade in the U. S. — Methods of Selling More Goods—How to Size Customers—The Closing of the Transaction.

THE following address was delivered by Otto Buehrmann at the annual convention of the Michigan Retail Clothiers' Association:

Selling is the vital feature of the clothing business. Money will buy goods anywhere, at any time; but how about the selling? "Aye, there's the rub."

Facilities for buying are thrust on the clothier from every side. The road is made so smooth, so agreeable and so easy to travel that we hardly realise we are going anywhere but to the highest peaks of success, according to the honeyed words of the seller, who, when the bill of goods is purchased, slaps us on the back and congratulates us on our wonderful skill and perspicacity in the selection of the merchandise just booked.

What man but loses his head at this moment and swells up like the proverbial toad when the salesman tells us, "It's no art for you to buy, Mr. Clothier, you are a born buyer, and there are none other like unto you!" Who ever talks over the order just given at this moment, critically, and considers the long, long, weary days before him during which he will have to wrestle and tug with the mistakes he may have made in selecting the suits so easily bought, but now so hard to sell.

The curses in secret at the mistakes of the buyer, whose enthusiasm made him neglect his duty, and caused him to relax his vigilance for an hour, are too numerous and deep to record on the tables of the trade happenings.

Every one of us has had this experience, and yet we go smilingly to the shambles to be slaughtered again and again. The musical arguments of some of the salesmen drown the reasonings of common sense. This, gentlemen, is the cause of much trouble at the selling end of the business. Every one of us knows how fearfully expensive mistakes are, and when a carefully prepared memorandum from a corect stock sheet up to the minute is carried it is the safeguard against this evil. When sizes, styles, and quantities are noted as carefully as the dimensions in the plans for a house they will prevent overbuying when followed, and goods well bought are among the trade bringers we are always looking for.

Every clothier here present is, or should be, seeking for some method by which he can sell more goods, some additional means by which he can accomplish this. For the moment he ceases to have the ambition to increase his business, that moment he begins to go backward.

Some clothiers will say: "It is no use to make any unusual effort in my town; there is but just so much trade to be had, and I get my share of it, and it is foolish to spend money trying to increase my business."

If this man discounted all his bills last year, owns his business house, his residence and a piece of property or two, and has a balance to his credit in the bank, he it is who is certainly in the best shape to make the effort to increase his trade, for he has the money to invest in trade-bringing efforts, which some of his smaller but more ambitious neighbours cannot afford. And it is his duty as a citizen to set an example to his less able townsmen. He it is who should be at the head of every public movement to put his town on the map, and in no way can this be better done than through bringing in the far-away trade.

The parcel post removes the limitations of neighborhood and opens up a field just as large as any man or firm can cover. And if he will not be of benefit to himself and his community he should quit and give the other man a chance for quit he will if he does not continue to push and work. Mother Nature has adjusted these matters of cause and effect so accurately in business that when a man does not create a cause no effect will follow, and she forthwith causes decay to set in with which she equalises all men and punishes those who refuse to work. It matters not how seemingly solid the merchant may be, all things but remain as they are only so long as they conform to nature's laws.

A story is told that in a churchyard in Holland lies buried one of the old merchants who prided himself on the solidity of his business and his own capacity to do things. Before he died he had his tomb constructed of immense blocks of granite, fastened together with huge iron clamps, to perpetuate his idea of solidity, and had an inscription carved on the tomb, "This will last for ever." Just as some clothiers expect their business to last for ever, without further effort. But a gentle wind had wafted the seed of a tree into the churchyard, where it had lodged in the crevice between the granite slabs; it had sprouted and grown, and with but little sod above to nourish it, the roots of the tree had struck down until they had found Mother Earth, and, nourished by her, had gathered force with each ray of sunshine and every drop of rain, until they grew

and forced the granite slabs asunder, bursting the iron clamps, and now there it is, a strong admonition to men who would gainsay or oppose Nature's laws.

Thus, as the tiny seed became an engine of destruction, what little thing, what little cause, is going to disrupt and destroy that clothier's business to whom we have referred? Even though there be money, houses and lands now to support it, all merchants must work, and work continually, to keep their business alive and a factor in this great game, or it drops out.

The fruits of honest labor are but the means to greater successes. Success is not always measured by money, for Nature has other treasures she gives her children which are just as valuable and ofttimes more enduring. The greatest gift of all is the ability to work, to strive for achievement, and will she let the puffed-up man, with a few, very few, dollars, as compared with the whole, set the clock back?

What has Mother Nature to do with clothing? Just as much as clothing has to do with Mother Nature, and that is considerable. She produces every shred of material; she permits her children to acquire the skill to use it, and she demands—mark you, she demands, not requests or suggests, but quietly, as the remorseless glacier grinds down the granite just as surely does she demand a just and fair observance of her laws, in every detail of the clothing business. When someone points to the wonderful success of this or that man or firm, look for the observance of her laws in the building of the business. Look back over the records of the past year and see the clothiers who were ground to powder between the upper and lower millstones because they did not obey these laws. Sometimes it was the violation of the material law; in other cases the moral law was disregarded.

Do you ask my authority for such statements? Look into the laws of business as given by the most successful business man who ever lived, King Solomon. He it was who gave to the world a code of ethics, morals and salesmanship which has been tried by the square, compass and plumb line for countless centuries and found to be "square and true."

Then why, in the name of common sense, are these rules to keep the business going at full force not used every day? Old fashioned? No, not old fashioned, but too progressive for old fogies to use, for it takes enthusiasm as well as work to keep abreast of the times, and too many clothiers lack this all-important attribute of enthusiasm to do the necessary work in building a success.

Now to some important details of the art of selling as understood by the successful man: He first is wise enough to "limit his efforts to his abilities',' and this means he must know his business and sail close to shore until he increases his ability to sail out into broader seas. In doing this he knows he cannot sell every customer personally; he must have help, and to have this help know how to obtain the best results and make the most sales for him he must instruct them in the art of selling.

The Greek diamond merchant begins the training of his assistants when they are but 12 or 14 years old. Seated in a circle, the merchant gives them lessons pertaining to the trade, one of which is to spread a blanket on the ground, and as each boy, with his hand out of sight, under the blanket, passes a diamond to his next neighbour, the recipient must tell exactly what the stone weighs. A failure to give the correct weight is to receive a good trouncing.

Has any one of the clothiers here ever instructed his salesmen in the weight of a blue serge? Or does he knew it himself by the touch? Not that this selling point is as strong as that of the weight of a diamond, but it certainly has something to do with the value. Style, say you, is the factor which now sells ready-to-wear clothing. Then have you instructed the salesman in the styles of the hour? The fit, the general appearance and wearing value of material?

It is necessary for your salesman to know every talking point as correctly as you do to enable him to sell goods as well as you can. Do you take the new salesman into your confidence and tell him it is your ambition to sell more goods than anyone else in your city or county? Do you instruct him never to misrepresent an article of merchandise while in your employ? Misrepresentation is the first sign of decay which Nature uses to enforce her law, and will surely undermine the business, for when you "put one over on a customer" it is at the expense of the house every time.

Does the salesman understand why he should know his stock so accurately that each garment is already fitted, in his imagination, on the special customer for whom it was made? Does he know the customer? How did he learn him? Can he intelligently explain why he was as quiet as a mouse when selling this man, and was as garrulous as a schoolboy with that one? Why must he be polite, well mannered, and, above all, good natured? Some say the customer "will buy anyhow, if the price is satisfactory." Not at this day and time, when the mails are going into every house in the land with catalogues from the mail order houses, promising the most satisfactory service, with samples of the goods, at prices which catch the buyer.

The salesman is your right hand, with which you must combat and overcome this influence which takes so much trade away from the local dealers to-day.

The days of the old voyagers are over. There are railroad trains now, instead of packtrains, loaded with goods coming into your city, and you must tell your salesman, if he does not please the customer

with service as well as price, others stand ready to do so. And that is why your salesman must have an interest in what he is doing for you. That you are the boss and he the salesman is relative only; both must work with the one end in view, success.

Now as to the salesman knowing the customer so that he will be able to not only sell him, but make a friend of him for the next sale. You may ask, How is he going to learn this? It is a question not easily answered, and that is what has prompted me to compile a lot of facts and suggestions, in book form, for the use of the salesmen who wish to "know the customer." But you can doubtless tell him a lot about "Mr. Jones, Jim Smith, and Dick Brown," as types of the mental, motive and vital customer, and point out their various peculiarities. Mr. Jones, the school teacher, away up in the clouds with his thoughts, has a forehead bulging at the top, and will not stand much talk. Wait on him quietly, for he is of the mental type.

Jim Smith is a motive type, always in a hurry and always going somewhere. Wait on him quickly; be ready with a correct answer, and don't make mistakes, for he has little patience.

Dick Brown is a fat, good-natured fellow, the vital type, and likes to hear the news, the gossip, etc. Give him a comfortable, easy-fitting suit, and don't ask him to exert himself too much in making the selection, and he will buy all right, for a "stout" is rarely ever missed unless through stupid ignorance of the stock or "snippy" conduct. But "Beware the fury of a patient man," for when once you stir him up he is a lost customer. A good rule to remember is: "The fatter the man, the easier to sell; the thinner the man, the harder to sell."

These are all natural means of telling the disposition of the customer, and the unnatural method of handling him is to tell him you are "It." Trying to reason him into buying something which does not look good to him, which he does not think is what he wants, this is the head route in salesmanship. It is a long and rocky road to travel and leads to nowhere.

But suppose you tell the salesman to come at him on his other side; for instance, say, "You are a man of whom we wish to make a friend and a permanent customer, and that is why I am showing you this suit. It is what you think it is." "Is it all wool?" asks the customer. "Commercially speaking," says the glib salesman, who is reasoning with him. "No! Not a thread of wool in a carload of these suits," says the heart-route salesman, who wants a man's confidence.

He it is who, when the suit is being tried on, says, "No; it does not fit like it should; it hikes up behind where you can't see; but I am going to have it fixed to my satisfaction and your pleasure; and when it is sent home, if you are not pleased with it, just come back and we will return your money, for we want you to feel we are so much interested in your welfare that when you need another suit you will come right straight to this store." Further, tell your salesmen, when this argument comes to the tongue from an honest conscience, it is the *heart route* in salesmanship which insures the clothier the success to which he aspires.

Why is it that a customer will come in, stand around and wait for "Tom" when there are five or six other salesmen ready to wait on him? Because Tom took the *heart route* to get the good-will of his customer.

When I have a free hand in instructing the selling force I begin with the salesman first. I tell him it is not the customer who is so hard to handle. It is he himself whom he must learn to control. It's his good humor and friendliness, his dress and personality which is to be made attractive, through attention to the details demanded by the usages of successful business men. Who ever saw a successful clothier who was not very particular about his personal appearance? His speech was keyed to please the ear, and his conversation was agreeable to all men, not coarse to please the one, or full of hypocrisy to deceive the other. His bearing is manly; he stands square on both feet, he knows that he knows, and is to be followed.

According to an old Arab saying: "When thou seest a man who thinks he knows, avoid him. When thou seest a man who knows not that he knows, speak to him. But when thou seest a man who knows that he knows, learn from him."

The knowledge of the earnest salesman is of the kind that begets confidence which is not betrayed through ignorance. For the result of ignorance is the same as that of dishonesty.

To again present the matter of personal instruction: What set of salesmen, in a heart-to-heart talk from the one man to whom they look for their bread and butter, will not take the suggestions from the proprietor and apply them and be better men morally and physically? This latter is a highly important matter, for a healthy body must be behind an active brain.

The reason why this course is not more often followed with the salesman is because the proprietor thinks he is too busy, never considering the great economies of having fewer men, but better trained, and we now come to the art of inspiring the salesman through ambition, for when he lacks this it must be created and developed, and, like all education, is a slow process, but when this knowledge is once gained it stays with him. When once a man feels he is an integral part and parcel of an establishment, that the proprietor looks to him to do certain things well, and comes to him and tells him how it can be done, this man is strange indeed if he does not respond to such influence to create loyalty and ambition.

(Continued on page 70.)

THE HIT OF THE TRADE

44 Shades in $4.50, $6.50 shapes, 7 day delivery.

Use the show card as above,
14 x 11, 4 colors and embossed

Neckwear Department

Crescent Mfg. Co.

Limited
MONTREAL

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Star BRAND

SHIRTS NECKWEAR UNDERWEAR

The triplicate combination that has won fame for the Star Brand line in past seasons, and that will do more than justice to it again during the coming season.

The three ranges for present and future delivery are very extensive. The values are without an equal.

Order Your Christmas Neckwear Now

The big neckwear season of the year is previous to and around the Christmas holidays. Neckwear seems to be a favorite with Christmas buyers. The Star Brand Christmas neckwear is very exclusive in style, extremely well assorted and gives promise of big sales.

Now is the time to place your Christmas order to avoid disappointment in delivery. The selection now is the best.

Drop a card to-day for samples.

Van Allen Co., Limited

Hamilton, Ontario

Importance of Typographical Co-operation

Ad Men Should See That They Get Efficient Support From That End—Small Slips Mar the Appearance of an Ad—All Type Should be Uniform—Criticisms of Advertisements.

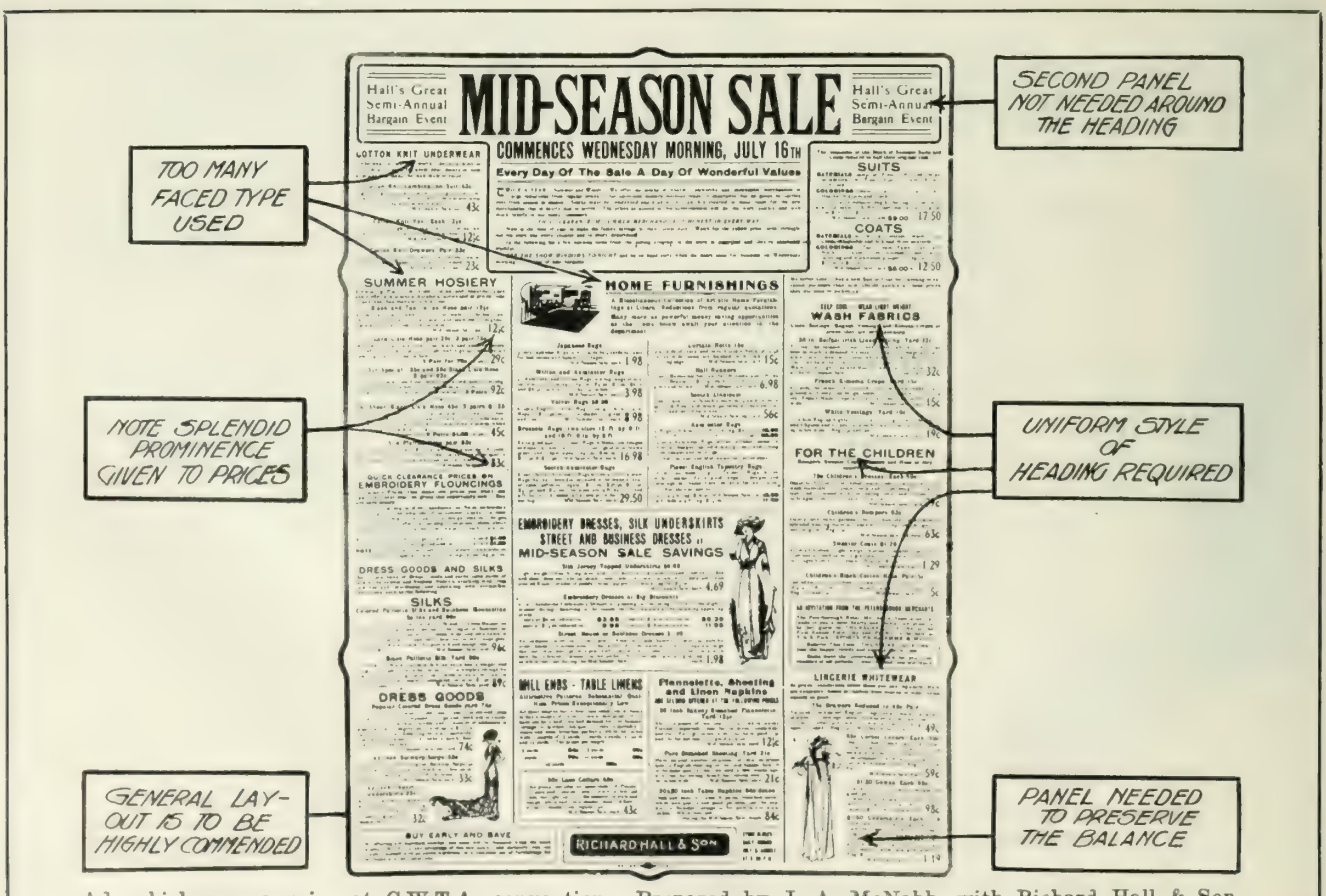
THE SUCCESS of an ad. man does not lie solely in his ability to turn out snappy, forceful copy. He must understand fully the typographical side of an advertisement. Many a good advertisement—good with respect to wording, arrangement of illustrations, etc.—is marred by the fact that the printer has performed his part of the work carelessly, or has failed to carry out the idea of the ad. man. Frequently the lay-out of an ad. will be ruined by careless work or faulty interpretation. An ad. man, to be thoroughly efficient, must be able to command the co-operation of the compositor, and thus have his work always up to the mark, in a typographical sense, as well as with regard to the matter.

This can be done by careful study of typographical rules, and by keeping closely in touch with the printing office.

It is chiefly in the small matters where the printer does not always give the ad. man the most efficient co-operation—small matters in themselves, but large in the effect they have on the appearance of an ad. Failing to use one series of type throughout is the most common fault. It is not possible to find many advertisements, except those in the large city newspapers, where the idea of uniformity in type is carried out. Lack of uniformity is a serious defect in an ad.

In addition to the need for one series, and one only, it is equally necessary to have a uniform style. One section of the ad. should not be headed in caps when the balancing section in the opposite column is headed in "upper and lower." These are small details, seemingly, but, as stated before, they play a large part in the appearance of the printed ad.

These remarks are intended as an introduction to a criticism of one of the prize-winning advertisements at the recent C.W.T.A. Convention, for the reason that the ad. in question has no faults other than those noted from a typographical standpoint. Mr. McNabb, the president of the Association, prepared this ad., and is certainly to be commended on the copy, which is well prepared and forceful, and on


TOO MANY FACED TYPE USED
NOTE SPLENDID PROMINENCE GIVEN TO PRICES
GENERAL LAY-OUT IS TO BE HIGHLY COMMENDED
SECOND PANEL NOT NEEDED AROUND THE HEADING
UNIFORM STYLE OF HEADING REQUIRED
PANEL NEEDED TO PRESERVE THE BALANCE
Hall's Great Semi-Annual Bargain Event
MID-SEASON SALE
COMMENCES WEDNESDAY MORNING, JULY 16TH
Every Day Of The Sale A Day Of Wonderful Values
COTTON KNIT UNDERWEAR
SUITS
COATS
SUMMER HOSIERY
HOME FURNISHINGS
WASH FABRICS
FOR THE CHILDREN
QUICK CLEARANCE PRICES ON EMBROIDERY FLOUNCINGS
EMBROIDERY DRESSES, SILK UNDERSKIRTS STREET AND BUSINESS DRESSES AT MID-SEASON SALE SAVINGS
DRESS GOODS AND SILKS
SILKS
DRESS GOODS
LINGERIE WHITEWEAR
BUY EARLY AND SAVE
RICHARD HALL & SON

Ad. which won a prize at C.W.T.A. convention. Prepared by J. A. McNabb, with Richard Hall & Son, Peterboro.

B51

The "Outing" Brand

Pure Wool Knitted Coats

Frank W. Robinson
Limited

Bathurst and Wellington Streets
TORONTO

A50

"THE COATS THAT ARE TAILORED TO FIT"

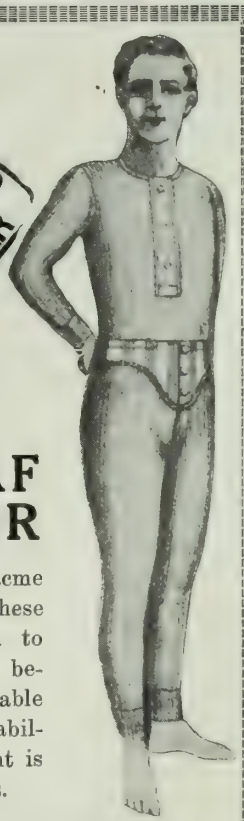
Dr. Neff's
PURE WOOL
Underwear
Feels Good—Wears Well

The very softest and best wool yarns are used in making this health and comfort promoting wool underwear. That's why these garments always feel so good and wear so well—and why the satisfied customer comes back for more.

Write to-day for samples.

Thos. Waterhouse & Co.
Limited
Ingersoll, Ont.

Messrs. Mosey & Urquhart, Toronto, agents for Ontario. John W. Peck & Co., Winnipeg, for Manitoba, Saskatchewan and Alberta, John W. Peck & Co., Vancouver, for British Columbia and the Yukon.



MAPLE LEAF UNDERWEAR

Maple Leaf Underwear is the acme of underwear satisfaction. These splendid garments never fail to give the greatest satisfaction because of their soft, comfortable feeling, elegant finish, and durability; and because every garment is made of the best of wool yarns.

THOS. WATERHOUSE & CO., Ltd.
INGERSOLL, ONTARIO
HAROLD F. WATSON, WELDON & CO., Selling Agents
Coristine Bldg., Montreal.

the general lay-out, which shows good balance and quite a degree of originality. Had the printer been equally up to the mark, this advertisement would have ranked close to 100 per cent. efficient.

Some of the criticisms noted are shown in the accompanying cut. Too many faces of type were used, as indicated by the arrows. Observe the lines, "cotton knit underwear," "summer hosiery," and "home furnishings," as pointed out by the arrows. There is a radical difference in these three headings. A more serious difference is found in the centre panel, devoted to embroidered dresses. The type

CHALLENGE
SALE
Men's Suits $20. : Sale Price $14.75
" " 22. : " " 17.50
" " 25. : " " 19.00
" " 28. : " " 21.50
" " 30. : " " 22.50
20 % Off Boy's Clothing
PHONE 40
Kent & Brown
35 Main St.

A striking ad. It would gain the attention of every reader.

used for the two upper lines is entirely different to that used for the third line, and the effect is far from attractive. It would have been better to have eliminated the third line.

The appearance of this ad. would have been better had a uniform size and face of type been adopted for the headings of the various departments.

The heading is not strengthened by the inner panel enclosing it and the announcement below. It would have been better had this been left off, or, perhaps, been run around the announcement only. The heading would have stood out stronger. The lines above and below the heading, "Every day of the sale a day of wonderful values," should be removed. They serve to cut up the heading.

The advertisement was a forceful one, well planned and snappily written; and, as stated before, any faults to be found were almost purely typographical.

A Strong Talk on the Art of Salesmanship

Continued from page 66.

I hear on all sides the complaint that men, and women as well, take no interest in their work; that all they want is the shorter hour and the larger pay. This is a condition which is deplorably true, and it will never grow better unless there is an effort made to remedy it. The only remedy is through educating the men and taking a personal interest in their success.

Five thirty-minute talks every week as to what should be done—not what should not be done—will do much to arouse the proper feeling of loyalty and ambition. The proprietor must practice his own precepts, and demand correct practices from his salesmen. "Don't do as I do, but do as I tell you," is no incentive to the bright, quick and observant man who is looking for ideas to improve his selling ability. He must be shown!

Gentlemen, the success of your business lies in your salesmen. As tiresome and tedious as it may be to the capable self-made man, who has risen by his own strong efforts and sacrifices, who has worked long and hard to reach his goal, this is the only way to increase the selling ability of your salesmen, and if the proprietor will but tell his own story to the careless or indifferent salesman often enough and long enough, the salesman will begin to see the matter from the new viewpoint, and the results will justify the effort.

In doing this the proprietor gets so close to his salesmen that he too, sometimes begins to see the situation from a different angle, when he is wise enough to appreciate the difficulties under which the average salesman labors. "I used to work hard, and do thus and so,' says the store owner, "why can't my salesmen do it?" It is related that the world-renowned tragedian, Booth, was attending a rehearsal of his troupe, in which there was a supernumerary whose only duty it was to come on the stage and say: "The enemy is upon us." He stalked on the stage stiff-legged, hands down at his side, and in a monotonous tone announced, "The enemy is upon us." "Try it again," said Booth. "Say it a little lounder." Again the same stiff entrance, and the monotonous voice, although somewhat louder. Another trial with like results. At this juncture Booth, beside himself with impatience, rolled out the words in his inimitable way and said: "Can't you say it like this?" With calm stoicism the "Supe" answered, "Do you reckon if I could say it that way I would be working for $3.50 a week?"

So with your salesmen. If they were your equal in the ability to do, to sell, they would not be working for such wages as you pay them, be the sum small or large, and this is the ladder you can furnish them on which to climb. Tell them also there is a bigger, fatter pay envelope when they are entitled to

Continued on page 82.

The Sensation of "Tie-dom"

VELVET TIES

Absolutely the newest creation in ties.

Orders are now being booked for Christmas trade.

Delivery Nov. 1st.

This is the "Something Different" that the trade has been waiting for.

They are Selling BIG and will boost your sales. Order NOW.

Fancy and Plain Velvet ends with 24 different colors in the knot. This makes the nobbiest line of fancy velvet neckwear in the market.

Our full Christmas range of high grade neckwear now in the hands of our travellers.

NECKWEAR DEPARTMENT

CRESCENT MANUFACTURING CO., LIMITED

MONTREAL

Spring Shirt Lines Will Appeal to the Artistic

Quieter Shades and Patterns Will be the Rule—Pink Stripes Are Showing to Most Extent, But Will Probably be a 1915 Development—Contrasts Are Afforded in Stripe Designs.

THE SHOWINGS of shirts for the Spring of 1914 will appeal to the buyer of artistic temperament more than those of the past and several previous seasons. There is no loud noise heard from wide stripes in deep colors. Instead, the long double rows of shirts upon the tables give an impression of neatness, to which the new silk designs add a dressy flavor. The whole tendency is towards lightness in shades and light lines,—hair stripes—in the patterns that combine in a pleasing harmony. The old cry of "vulgarity" in shirts must fade away before the 1914 samples.

Some of the problems raised in 1913 are being cleared up: there are absentees in the ranks. Public feeling towards this or that novelty has been diagnosed, and rejection or acceptance is indicated fairly well by the Roll Call of 1914. Few manufacturers are willing to run athwart the inclination of the public, it may be benevolence or philanthrophy, but it is bad business for dividends, and few risk a second year on an unconvinced wooing of the first.

Just one case in point before taking up the new fashions: the designers attempted to make soft French cuffs an element in evening dress. They have failed utterly: the men who lead, and the men who follow, would have none of it, and even the stiff French cuff has been given its congé. More than that, many think that the pleated linen shirt has seen its day for evening dress.

One of the tendencies for the spring is to discard the soft collars. It has been found that the majority of men do not use them anyway, and why be forced to pay for what is discarded? The lessened cost is designed to remain in the customer's pocket.

This does not imply that the soft collar will not be worn. It will be found in practically all but dress lines, including silks. There is a limit, however, — the same as is found in the colors in shirt patterns,—the soft double collars for sale separately from shirts are in the lighter shades.

As to design in shirts, stripes and plain colors will dominate. The latter are found chiefly in blue, mauve, tan and grey, in light rather than deep shades. In stripes, blues, blacks and mauves will have the strongest call. It is notable that an attempt is being made to obtain a foothold for pink which has been to a great extent, taboo, for several years. This occurs chiefly in a light plain color, in silks, piques, linens and cottons. The pink stripe is likely to be more of a 1915 development.

A glance at the stripes indicates not only that the deeper shades will be missing, but also that, even with the lighter shades, the patterns are not as heavy.

These are two of the new Spring styles as shown by Tooke Bros. The upper one is a French moire, made up in light blue, tan and heliotrope. The cuffs are French, unlaundered, with soft collar to match. No. 2 shows a revival of French prints, in two shades, with stiff cuffs.

A variation in the stripe designs, is a fancy trimming on the cuff and front of the shirt, of the same color, but in a deeper shade; or a heavier pattern from the main part, so as to secure a contrast. This is found in blues and mauves particularly. Some white shirts are seen also with the trimming in blue stripes, close together, on fronts and cuffs. These are found chiefly in $10.50 shirts.

Some firms are showing lines with plain cotton backs and silk fronts with soft cuffs and collars of silk. There is a feeling however, that these "half and half" goods will not stir a steady demand, for although cheaper than the silk, they cannot be sold at popular prices and those who really want silk are willing to pay the price.

Silks, though naturally of limited sale, will be even

Underwear and Hosiery for Spring are now on the road.

The range is an exceptionally fine one — great care having been exercised in its selection and it will please you.

It's in your vicinity now and a card will bring it to your door.

Say when.

The W. R. Brock Company (Limited)
Montreal

Spring Showings in Shirts

Stripes limited mainly to hair lines.
Heavy lines and deep colors discarded.
Soft French cuffs as popular as in 1913.
Attempt to revive pink in plain shades.
Pleated shirt not so strong.
Mercerized finish with silk stripes to replace silk which is scarce.
French moires in tan, heliotrope and light blue.
Revival of French prints.
French pique in grey as well as white.
Raised satin stripe shown.
"Wood-fibre silk" also used as substitute.
Crepe with black stripe a new line that is being admired.
French cuffs, whether soft or stiff, rejected for dress wear.
Large proportion of shirts without soft collar, and price lowered to compensate.
In $9 shirts and cheaper lines, French cuff little seen as manufacturers claim it cannot be sold so low.
In outing shirts whites and plain colors most popular.

more popular, their lightness, dressy appearance and comfortable feeling being factors in their favor that are irresistible. These are found mostly in light plain colors, including pink.

Among special lines a pebble crepe with satin stripe is proving a good seller. Mercerized finish is being used as a substitute for silk.

Pique for business and dress wear has lost none of its selling power. A particularly neat sample is of plain grey. This has a collar to match, as have all the white lines.

Pleats in the white pique are not so numerous, not indeed in the white linen. They are found to a limited extent in colored goods, with hair-line stripes, but some large manufacturers are discarding them entirely. Somehow or other the pleats have not "caught on." In any event, they add to the weight of the shirt; make the front slightly bulky and cumbersome, and, at best are more a Fall than a Spring line.

In white linen shirts the old-time plain shirt, without pleats, holds it own for dress wear. As between pique and the pleated article, pique is in far greater demand. The cuffs are invariably single and stiff. The plain open front is far stronger than the one with the inch-wide single pleat.

Reference has been made to some manufacturers discarding the soft collars and producing the shirt without them, giving a guarantee that the collar-less shirt they are turning out is a better value, or costs less, than the shirt and collar complete. Other firms while admitting that most of the collars-to-match are never worn, declare that the collars are insisted on by the public, even if they take them home and never try them on. They seem to have a feeling that "the collar goes with the shirt,"—and they must get "all that is coming to them."

DEEPER COLLARS FOR BOYS.

In boys' shirts the deeper collars are still in demand: one might suspect that the mothers found them more useful in concealing signs of contact with sand and the common clay, known as dirt, that children somehow exhibit an affinity for during their hours of play.

The stripes, too, are closer as a rule, and double stripes are not unpopular. Self colors in tans and blues are good sellers.

The Passing View

To start things coming your way, go after them.

* * *

It will soon be time to thaw out frozen water pipes.

* * *

Advice to be valuable should be well masticated and digested, but seldom swallowed whole.

* * *

When a man is nervous and can't sleep he generally wants a lot of credit for getting up early.

* * *

Often a man has a lot of good traits you would never suspect if he didn't tell you about them.

* * *

One of the profound mysteries of human nature is why the janitor invariably winds up the swivel chair to its limit when he puts the office in order.

Now is the time to get busy

We are—and if you will—profits will be bigger than ever this year.

Our Big 1913 Fall Campaign advertising

"CEETEE" UNDERCLOTHING

is just about to start, and we want you to co-operate with us by

Making Your Display of Ceetee Underclothing NOW

by linking up the advertisements with the goods themselves.

This is the only way we can secure the best results for both you and ourselves. So let us both

Get Busy

The C. Turnbull Co. of Galt, Limited

Galt, Ontario

Hats are Reverting to the More Staple Styles

Higher Crowns and Rolled Brims in Derbies Are Seen—Bow is Being Brought Back to the Side by Degrees and Many Will be Seen Three-quarters —Velvet Bands for Straws a Novelty Feature.

THE PUBLIC, so far as their hats are concerned, are very much like a scale. Shove it down on one side and it must answer to the pressure, but whenever the chance comes, it resumes its equilibrium. The pressure on public taste last spring was in the direction of low crowns and wide brims. The grumbling that ensued convinced the manufacturers that one year of it was enough, and for 1914 they have returned to a more normal combination: high crowns and narrow brims. This applies both to straws and stiff hats.

The objections taken to the 1913 models included not only the low crowns and wideness of the brims but their flatness in so far as derbys were concerned, and a large section, covering a considerable percentage of every retailer's customers refused to accept the innovation and the older styles had to be resurrected.

The straw hats that are being shown compare as follows:—

Year	Crown	Brim
1914	3 in.	2¼ in.
1914	3 in.	2⅛ in.
1913	2¾ in.	2½ in.
1913	2½ in.	2¾ in.

Of the two the 3-inch crown and 2¼-inch brim would appear to be the favorite.

There will be a slight modification in the bands also. Last spring with the low crowns some bands were shown that nearly covered them, 2½ inch band on a 2¾-inch crown, or 2¼ on a 2½-inch. The tendency for 1914, with the crowns high, is for the bands to go in the opposite direction, and some extremes show as narrow a strip as ¾-inch, which looks a good deal like baby ribbon on a towering 3-inch crown. However, 1-inch, 1¼ and 1½ will be the prevailing widths, and have a very neat appearance at that. After all the straw surely is the main thing in a hat,—that is, in a man's hat, and the wide ribbon seemed almost to bury the "poor" crown.

That experiment with the bow on the back of the hat will not prove a permanent feature although quite a few will still be worn that way. The public accepted it with a reservation and soon tired of it. They had been brought up as children to put their hats on with the bow to the left, and they felt "twisted" when it was any other place. The manufacturers are going back in two stages as it were, and most of the new hats show that bow half way back, at the "three-quarter" turn. Many in the trade will tell you confidently, that it will be seen at the side in 1915. As it is, many, particularly middle-aged men, and older, will refuse the "three-quarter" bow and insist, as they did last spring, on a side position. It is to meet their wishes that probably every retailer, as every manufacturer will carry a fair percentage of the side bows.

There are several variations to the bow in the new styles, some of them quite giddy, but harmless. Fancy bows will be worn to a considerable extent.

When it comes to a question of braids, the feeling for the Spring is in favor of the heavy quality. One of the best sellers is the yeddo, most of which are made in Switzerland. One manufacturer proudly proclaims it "the hat of the moment." His colleagues will hope its existence will be longer than that. The sennet shares its popularity, and coarse braids generally. Of course there will always be a number who will demand the finer plaits.

Some Canadian houses are introducing colored braids, but most stop short at pearl greys. Paris, it is said, is welcoming not only

Some Fall shapes in hats.

Two Popular Styles of TOOKE Collars and Cravats

WOODSTOCK
(at left)

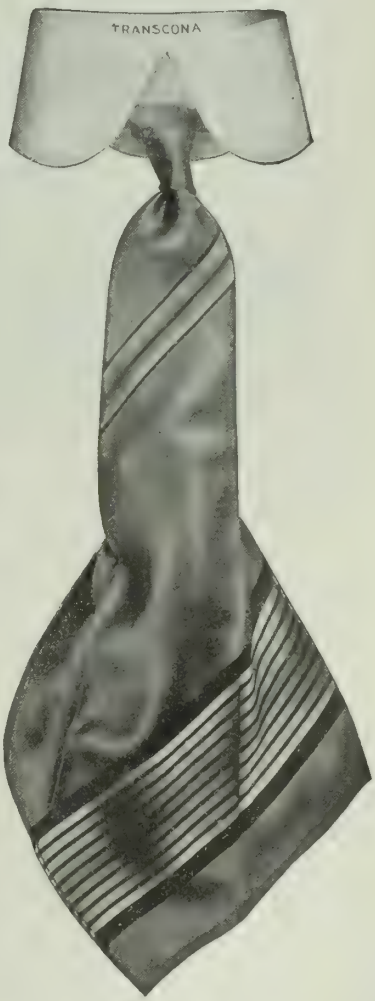
Vertical Satin Stripe Madras. Stripes of three different widths.
¼ Sizes - - - 3 for 50c.

TRANSCONA
(at right)

Plain fabric, in the accepted style, with graceful, sweeping curves.
¼ Sizes - - - 2 for 25c.

Similar shape in Pique
CLIFFORD

The Cravat at the left is a rich Bias Stripe — at the right an Underknot and Border. Our Fall and Christmas Range abounds in just such handsome Neckwear.



TOOKE BROS., Limited
MONTREAL

Manufacturers of Shirts, Collars and Neckwear and Importers of Men's Furnishings.

Toronto Warehouse:
58 Wellington St. West

Winnipeg Warehouse:
91 Albert Street

the pearl, but brown and green straws, and it may be that a certain vogue will be created for them in Canada and the States. A touch of color was seen on another sample, a yeddo with black in pattern

Top.—Spring derby showing higher crown, rolled brim and three-quarter bow. Shown by Ansley Dineen Hat & Fur Co.

Centre.—Sennit Straw with high crown and 1-inch band. Shown by Wm. Wyndham (representing C. F. Glassco & Co.).

Yeddo straw with high crown and 1½-inch band. Shown by Wm. Wyndham (representing C. F. Glassco & Co.).

around the crown. There is a feeling of scepticism, however, about the color question.

VELVET BAND NOVELTY.

A novelty in straws that is looked on with some misgiving, is a velvet band. This is following up the velvet fashion in ties and ladies' hats. However, velvet bands have to pass two gauntlets before spring, the late fall and winter in soft hats, and this may kill them,—or make them a live element for straws next spring. For the present a United States manufacturer calls them "the biggest thing that ever struck the hat trade."

The double edge or beveled brims that were affected more or less last season are considered nearly "done," but the straw edge will be found plentiful.

HIGHER CROWNS SEEN.

In stiff hats, derbies, the tendency as has been said for the very flat and wide brims and low crowns has been checked, and for spring the higher crown with narrow brims and roll curl will be the leading line. The bow prevents the same difficulties as in the straw: but here too, the tendency is to the three-quarter rather than the back, and for the more conservative, it will be on the side. For fall and winter the corded band is selling well, but the plain silk would seem to be best for spring. Some hats have simple buckles on the bow, and others have little feathers stuck in, giving a nifty effect.

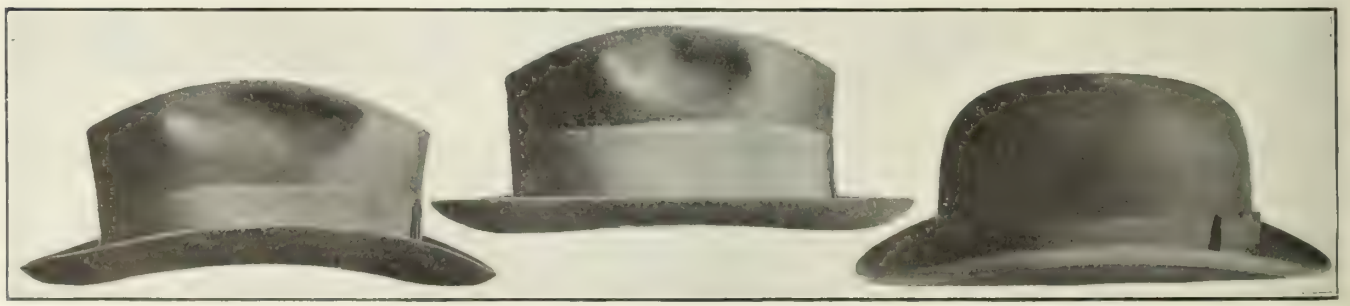
POPULARITY OF SOFT HATS.

The popularity of soft hats promises to be stronger than ever, and the derby will have a hard time to maintain its supremacy. The present fall emphasized the popularity of these hats in competition with the stiff ones, especially for the earlier part of the season, and the Spring is likely to see this more than maintained. The good selling qualities have brought into the market a host of styles, and one manufacturer remarked, "we have long since given up the idea of distinguishing every one by names. We simply call them 'soft' hats."

A PREDOMINANCE OF GREENS.

Felts, chinchilla, velours and the usual run of tweeds are found in many shapes and styles. The only element common to nearly every line is the predominance of greens. This is likely to run itself out somewhat during the fall, as the public may tire of the frequent occurrence of the one color, but while it lasts, it has certainly been a popular line. Olives, emeralds, and dark or vert green have been the chief sellers, and of them all, probably the last mentioned leads.

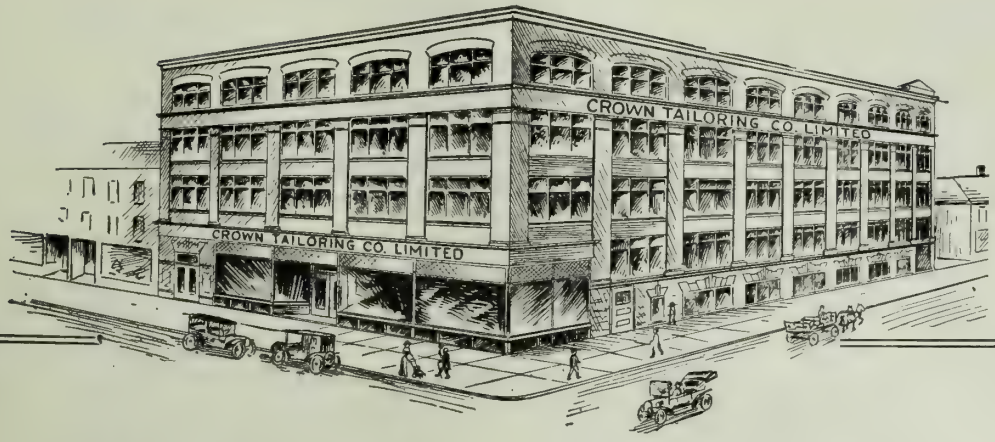
Next to green, browns appear to be the most called for, but there is talk of a revival of pearls for the Spring.



Green felt hat shown by Ansley-Dineen Hat & Fur Co.

Velvet hat shown by Fried, Grills & Co.

Spring derby with three-quarter bow. Shown by Fried, Grills & Co.



Profitable Business Lots of It

It's one thing to do a big business and another to do a big business profitably.
The more money you tie up in stock the larger percentage of profit you must make on the business you do. You must have interest on the money you have tied up in dead stock as well as profit on the goods you sell. You must also allow for depreciation of value of the goods left over from season to season. Here is a proposition that will enable you to meet the popular demand for tailored-to-measure clothing.

No Money Tied Up— Just the Crown Tailoring Outfit

This outfit consists of the finest range of men's suit, coat and trouser samples with complete measuring charts, instructions, style charts, etc., all ready to take orders for truly tailored garments.

Our method is simple, ensures a perfect fit and absolute satisfaction to all parties concerned.
We supply only one agent in a town with this outfit. Write and find out if the agency for your town has been taken.

Write To-day.

The Crown Tailoring Co., Limited

Our New Address: 533 College Street, TORONTO

Where there is any change in styles is towards a wider band, while the bow appears more at the back than in stiffs and straws.

While the Chinchilla hat has a fair sale this Fall, it is not looked on so favorably for the Spring. The late Fall and Winter demand will be due partly at least, to the use of Chinchilla for overcoats. It is rather rough and heavy for Spring and looks warm.

WHAT OF VELOURS IN SPRING?

There is much difference of opinion over the velours hat. Unquestionably it is going to be a big seller for Fall and with the velvet band added, and handsome lining, it makes a fancy line of headgear. The Spring demand is not so certain, although many firms are confident of its staying qualities.

BLUES COMING IN.

While greens have had the call, they are being challenged from two quarters, both of which are likely to gain converts: grey and blue. Greys have always had a strong following, but blues are more modern. Some were shown in the Spring but several new shades, chiefly in velour lines, are arriving for Spring.

The cloth hats are seen chiefly in tweeds with fairly large checks, with black and white predominating.

GOOD SPRING FOR PANAMAS.

The past season has been the best for Panamas since they first were introduced. Some manufacturers actually are feeling anxious over the idea that the "sales of Panamas in the latter part of July and August may tend to reduce the demand in the Spring. This is not the general view. Most feel that the Spring of 1914 will see a renewed boom in this line, especially if novelties are displayed to good advantage as a stimulus to trade. The only disquieting feature is that the market for good Panamas has a strong upward tendency and not even the tariff changes in the United States will be sufficient to offset this.

A Strong Talk on the Art of Salesmanship

(Continued from page 70)

it, by reason of what they can do, what they sell and how well they please the customer. The cold-blooded figures on the books tell the tale, no guessing there, and is the standard by which to measure their value.

One word to you buyers: Put yourself under the microscope and see why you made this or that mistake. For you are the only person who can tell why. I look back on a certain line of suits as the one a good salesman talked me into buying. Another lot of which cupidity made me buy three times as many as I should have done. Another lot where I had neglected to make out my memorandum with exactness, and doubled on kinds and sizes ,and so on. Each mistake stands out as plainly as if it had been yesterday when I made them, and as they came early in my business career, when I could ill afford them, they made deep impressions, and I recall the long, hard struggle that I had to work off these several lots. Mistakes of this kind can be so easily avoided that it is the greatest negligence to permit them to occur.

The selling is so often done in the buying that I cannot refrain from drawing your attention to this time-worn subject. But it is none the less important, and I say, from personal experience, it is the essence of the business when you buy to sell—not to keep. This quite naturally leads to the matter of a correct store policy, the clean, above-board policy with which you back up your salesmen, giving them backbone and confidence in the "boss," who "will make it right every time."

This entire subject has many angles, but the two points are the buying and the selling, and with a bridge of good common sense, honesty and hard work to connect the two, there is no doubt as to the results in a profitable and satisfactory business, and this old game of buying and selling can be made a real pleasure to the clothier.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

OFFICES OPENED.

A. Germain, of Germain, Smith, & Birks, Ltd., Montreal, has just returned from a buying trip to Paris. Offices have been opened by this firm in Paris, at 56 Rue du Faub. Poissonniere, under the name of A. Germain & Cie., commission merchants. Through this office they will be able to keep in touch with the very latest dictates of fashion and to secure the newest models, while they are new, for the Canadian trade. They are now showing a wide range of model mantles and gowns, lingerie, etc., in their Montreal, Toronto and Vancouver showrooms.

* * *

TOOKE BROS. EXTEND THEIR BUSINESS.

Tooke Bros., Limited, have secured a controlling interest in the Alliance Manufacturing Co., of Montreal. This is one of the most up-to-date shirt factories in America, specializing in working shirts, and also thoroughly equipped to make the lower-priced lines in laundered and boys' shirts.

The product of this factory, which for a number of years has been sold through the wholesale houses, will in future be handled by Tooke Bros.' own selling organization, giving their customers the advantage. Their travellers will show you samples when soliciting spring orders.

* * *

FOWKE, SINGER NECKWEAR.

The Fowke, Singer Co., Ltd., Toronto, have been in business for the past eleven years, and have been manufacturing for the past four years. Their growth has been rapid, and the future holds forth the promise of continued rapid growth. This is the result of offering a high-class and well-assorted line, and maintaining a reputation for service. They now enjoy a reputation of being among the leading neckwear manufacturers in Canada.

Fourteen Hours From New York

yet we get the latest styles in men's neckwear at the same time that New York's best neckwear houses do

THIS IS "FOWKE SINGER" SERVICE

Every ounce of energy we have accumulated in our business is exerted at all times to give the Canadian stores the same style service that the New York haberdashers get. When a style is produced in New York it will be found in our range of **Regnis Brand Cravats, Cheney Silk Tubulars and Scarfs** at the same time.

Regnis Brand Cravats
Cheney Silk TUBULARS AND SCARFS

We're closer in touch with New York neckwear makers and their sources of style information than any other Canadian house.

We are to-day showing a very strong range of the New York craze—Velvets. These are now ready for delivery at $4.50 and $6.00 dozen. Our showing of beautiful Christmas Novelties in both Regnis Brand and Cheney Silks is most complete.

You'll always sell your stock of these brands first because they are always the latest.

Enquiries receive prompt and careful attention.

The Fowke Singer Co., Limited
Toronto **Canada**

Manufacturers of Regnis Brand Cravats
Canadian Agents for Cheney Silk
(Tubulars, Knit Cravats, Scarfs Mufflers Handkerchiefs, etc.)

Brilliant Shades Will Still Be Found

Fall and Christmas neckwear will show bright colors and combinations—Velvet ties are coming to the front as result of shortage of silk—The revival of the Ascot — Cubist patterns had short shrift.

FASHIONS in ties, unlike nearly every other line of men's wear, have no clear-cut division in styles to meet each season as it comes. Tie styles, like moving picture shows, give "one continuous performance."

Patterns in men's clothes are made up in August, sent out by travelers in September, delivered after the New Year, and sold in the Spring. So with shirts and hats and furs. But new designs in ties are usually thrown on the market without delay. One of the largest manufacturers in Canada says he sends out his ties within fifteen days after the order has been received. Another remarked that he had ordered a special line for Christmas stock, but the early August and September orders had been so heavy that he had been cleaned out of this new attraction and would have to hunt up something else.

Ties are distinct in another respect. Just as there are no seasons for styles, there are no seasons for buying. Ties are bought up any time one takes the fancy. There is a constant demand, therefore, for new effects and novelties. They sell on sight. This is what is keeping the bordered neckwear to the front: the plain patterns do not attract the eyes; the borders are like the trimmings on dress goods —they "make all the difference in the world." The contrast given by the border is just the point of difference that sells it. Probably this is why the over-all effects are not popular: there is too much sameness in the one tie.

Hence the last year or two these bordered ends in ties have proved the strongest magnet of the men's wear stores. They have been the most attractive line in window displays, and by their endless variety, constantly changing, have come to be the live department of the store and draws trade to other lines as well.

Types of the new velvet ties. The one on the left has a silk knot with the velvet appearing below it. The other is entirely of brocaded velvet, of a brown shade, and silk lined. Manufactured by Fowke-Singer Co., Limited, Toronto, by a special process

PROSPECTS FOR NEXT SPRING.

The prospects for next spring show no lessening of the magnetic power of ties. The bordered ends will prevail more than ever, and in the most brilliant of shades and combinations of brightness; bow ties, also with bordered ends, will be considerably stronger after their first year's growth; the novelty designs will be more ingenious than for several years, and there will be one color, green, that in its six shades, will be the one line that no person can refuse, and maintain that he is of sane mind. The details of the new spring trend are given elsewhere in this article.

As one season merges into the other and the tie is always the creature of the hour, the real interest centers in the late Fall and winter novelties.

VELVETS REPLACING SILKS.

Perhaps the most marked development is in velvets, never up to the present a serious contender with silks. But the velvet tie is in for a serious vogue, it matters not whether this is from choice or necessity. A strike of five months in the silk trade nearly put the New York manufacturers out of business so far as filling their orders is concerned, and offerings in velvet have been snapped up eagerly. In fact the New York firm that started putting out a variety of velvets found itself besieged with orders.

In this issue The Review presents two typical new lines in velvet ties.

SILK ON THE BACK.

One is a plain velvet straight tie with the back of Bengaline silk so that it will slip easily through the collar. The edging is done with an "overlock" stitch, giving a piping effect. This comes in the six basic colors.

The second is more

Spring Styles in Neckwear

Bordered idea will prevail more strongly—Printed effects promise to come into favor —Green promises to be a "fad" color.

THE CANADIAN Manufacturer thus sized up for The Review next spring's styles in ties:

"The bordered end idea will prevail more strongly than anything else. This is peculiarly adapted for a suit without a vest and hence will be even stronger for spring than for fall, and that will be going some. It is the bordered end that really 'makes' the tie, gives it a distinctive tone. The salesman values it and does his best to keep it in, for the reason that it has opened the way for counfless varieties, and the greater the variety in ties, the larger the sales.

"Printed effects on crepe, foulards and silk failles, will also be in fashion, and grenadines, which have not been prominent for several seasons promise to come into favor again.

"It is thought that light colors in silks will largely replace cotton goods. In fact this tendency has been a growing one for every season. This popularity over cotton goods will apply also to lightweight foulards and crepes.

"The bias will, of course, continue as it is necessary for the border ends.

"Next Spring, for the first time in several years, will have a 'fad' color. Following the tendency of women's goods, green will be the dominating factor and will be shown impartially in all shades, myrtles, olives, hunter's, etc. Blues, as has been their place with the 'rank and file' of buyers for years, will command the largest sales and purples will have good support, but for the 'fad' shade, green has been elected.

"The scarcity of silk in the States will continue to force attention to velvet. Or, perhaps, it will be more logical to say that the tie men, as an escape from a dilemma, forced velvet on the public, and now find them demanding it as their right. The run on velvets promises to outlast the winter and we are preparing for a good spring trade.

"Knitted goods will continue to be popular. There have been signs that some retailers have been discouraging them, on the personal ground that they 'last' too long and so lessen bulk sales. The public, however, fancy them—not as economical, for that is almost a negligible factor in tie buying—but simply because they can dispense with a look into the mirror during the day: knitted ties know how to keep their place, and they are the only tie that does.

"Following the working up of a demand for bow ties this fall, this style gives every indication of a steady growth in favor. The discovery of the ideal collar was the making of bow ties. They will be found chiefly in foulards, which seem to suit them best. While the patterns and shades will not be as 'loud' as for some four-in-hands, the tendency will be for fancy effects. Bordered ends will rule, and many novelties will be shown."

NO CHANCE FOR FREAKS.

A query about Post-impressionist ideas in ties, following the adaptation in Austria to the late Fall and Winter drapery, drew this reply:

"There is no sign of Futurist or Post-Impressionist influence in men's neckwear. This attended its funeral before it was born. These fads followed on the heels of the Bulgarian effects of last spring. The public soon grew sick of them and perhaps it was this revulsion of feeling that was a barricade to any attempt to twist neckwear styles out of their natural tendencies."

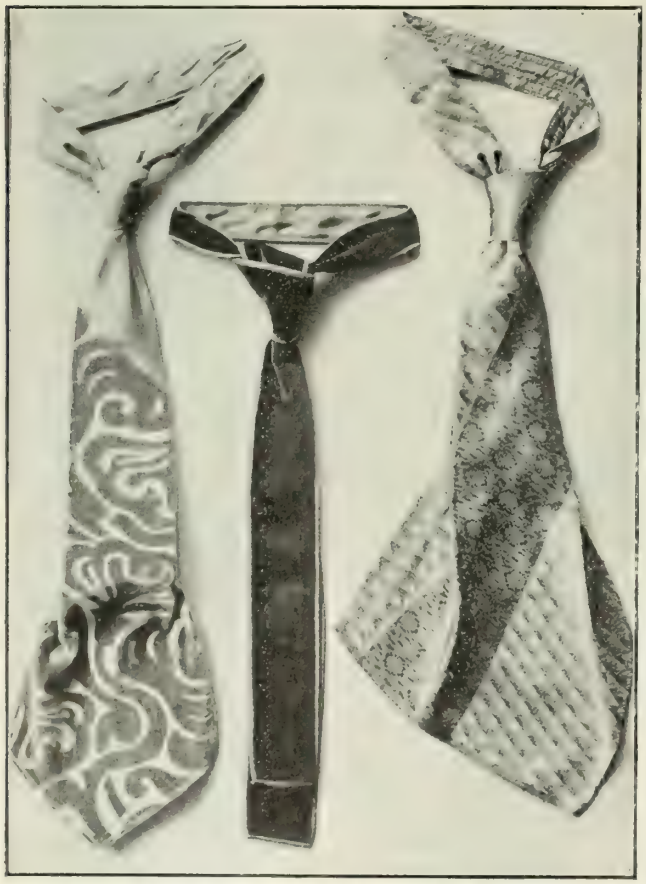
elaborate, and has a deep border of brocade velvet with neckband and tying piece of Bengaline silk. The tie is finished in a graduated open-end effect. The brocade velvet comes in a variety of patterns.

PATTERNS EMBOSSED IN GOLD.

There is a rather startling development of the brocade velvet: patterns are being embossed in gold on the velvet. In one sample gold and red are stamped on green velvet. The gold appears on the six basic colors, with the contrasting color altered to suit the shade of velvet. Instead of gold, again, the embossing carries out "self" effects, blue on blue, green on green, etc. These are likely to be turned out for Christmas goods.

KNITTED NECKWEAR GROWS IN FAVOR.

"Knitted neckwear has come into unexpected favor after so many had prophesied that it would go



Two new velvet lines, and a beauty for Christmas. The tie on the left has a knot of silk with a very deep border of brocaded velvet, and a graduated open end. The center tie is a novelty in a velvet, lined with Bengaline silk, with a "piping" of silk along the edges.

out," a manufacturer told The Review. "One reason for this is that the public demand it. This kind of tie holds up so much better than the silk and this is an important point, particularly, with the younger men. In the knitted goods the graduated shape with knitted ends will have a stronger hold than ever."

"The biased stripes will hold the field in a pronounced degree," he went on. "This is true both in knits and flat silks. In fact in these there is no limit to the colors: these will be in stronger and brighter and louder effects. In fact you can't get them too loud."

He stopped to show a few—mostly with college stripes on the bias, in brilliant colors.

The idea of contrast comes in again in another line, although in a far more limited degree. These new samples are of rep silk with "Jacquard" figure and six-inch side borders—the figured silk forming either the "knot" or the part just below the bow. This comes in the six colors, red, grey, brown, blue, green and purple.

A "nifty" line that is being tried out for fifty-cent purposes is an imitation of accordion kind weave. This is found in six shades.

A LINE FOR CHRISTMAS.

A line of fancy goods for Christmas has "jacquard" figures as a design under the knot, in a contrasting color to the ground pattern; or the reverse, with the "jacquard" figure forming the knot.

A very handsome sample has a ground pattern of red shot gold, and solid red with a design of jacquard figures under the knot. The end is very broad, and the solid red runs up and down between the red shot gold.

HANDSOME SWISS GOODS.

Another manufacturer, well known for his exclusive designs, has some handsome new goods that have reached him from Switzerland.

One is of silk finished with two or three tone velours effects, with a six-inch black "Natte" at the ends. Black natte bars occur at intervals in the main pattern. For ties the natte section may form the knot, or come below it. In one sample the yellow and black give almost a shot silk effect.

This same design, in six colors, will be used also for reefers. It is reversible and is 12 inches wide and 48 inches long. The one fold will give four thicknesses of silk. The 6-inch black natte forms the end with 1 1-2 inch black fringe to complete a dressy and unusually handsome effect.

REVIVAL OF THE ASCOT.

Several manufacturers agree that there will be a revival of the Ascot tie, with the broad, puffed-up appearance. This cannot be said to have been generally popular, but a distinct demand appears to come from the public for a tie that will fill up pretty well the shirt front that would show in a high cut vest. Hence the Ascot is called upon the stage again after its "farewell appearance."

To a great extent, however, the collar and tie prove an inseparable combination, with each modifying or being determined by the other. So long as the "stand up, turn down," or double collar, continues, the knot of the tie must be small. This has, for the most part, driven cotton ties out. As the collars become more cutaway, the present tendency, the "knot" of the tie is likely to become broader.

CONFIDENCE FOR THE SELLER
SATISFACTION FOR THE BUYER

in

Wm. H. Leishman & Co.
Limited

READY-TO-WEAR GARMENTS

Merchants who are selling our Ready-to-Wear Garments gain more confidence with every suit they sell. Their customer gets the satisfaction that brings him back.

Here are three extracts from the many complimentary letters we have received from merchants handling our clothing which should suggest the importance of seeing our Range of Samples and Models for Spring 1914.

"We have never handled clothing that we could recommend with such confidence and satisfaction."

"Keep up the good work, it's pleasure to sell your clothing—it satisfies our customers."

"We have thoroughly examined the sample garments sent, consider them the best we have seen in Canada, enclosed find our order."

We have also received a great many letters containing such expressions regarding Our Special Order Garments. We have still a limited number of special order outfits we would like to send to reliable merchants.

Wm. H. Leishman & Co.
Limited
119 Adelaide St. West

MAKERS OF THE BEST TAILORED GARMENTS FOR MEN

EXTREME novelty neckwear—anything especially striking, grotesque or bizarre—is not worn in Canada to any extent. The Canadian man is quiet in his tastes, that is, comparatively speaking. He will wear bright colors and striking patterns on occasions; but he draws the line at what might properly be termed "freak" creations. A representative of Dry Goods Review recently looked over the lines of a number of Canadian manufacturers and did not find one specimen which could be described as "freaky" or "bizarre," nothing, in fact, on a par with some of the extravagant ties shown in London, Paris and New York. The nearest approach was found in vivid color combinations in bordered ties. Certainly, some very loud combinations were shown.

It is interesting, however, to study the vogue of queer neckwear in the fashion centres of other countries. The men of London are advanced dressers and some of the scarfs now worn by the wealthy class are sfficiently striking to warrant the suggestion that the wearers should also carry the sign, "Stop! Look! Listen!"

Futurist effects, which do not differ in any respect from the earlier Bulgarian patterns, are finding great favor. One of the large London dealers recently reported that the sales of this line had been stupendous. These effects are printed both on crepe de Chine and shantung. They are for the most part very vivid and flashy.

But the outstanding development in London is in printed effects. Ties with printed reproductions of airships, birds, dancing girls and so on, are being shown—and, what is more, worn. Two specimens of this class are reproduced above. They are typical of a class of neckwear which is finding acceptance.

Wreyford & Co.

TORONTO

Wholesale Men's Furnishers

We are Specialists in Men's Wear — Everything new, that is also good, we can supply. The Leading Manufacturers we represent are:

Young & Rochester

London and Londonderry

"Wyanar" Shirts and Pyjamas in Zephyrs, Oxfords, Silks and Taffetas. Select Neckwear for Christmas now ready.

Correct Dress Wear

Tress & Co.

London and Luton

High Class Hats—Caps and Straws. Shown by best trade in Canada and U.S.A. Latest Styles—The "Rosmar," The "Strath."

Dominion Agents for "Aquatite" Coats for Rain and Shine in Gabardine, Silk and Ulster Cloths.

Call when in Toronto or ask for our travellers to call on you.

Knit Goods Notes

SPRING placing is now proceeding but the volume of business done is not large as yet. Manufacturers state, however, that the outlook is satisfactory; much better, in fact, than was believed possible a few months ago. The surety of a large crop has had the effect of livening up business generally, as it is now practically certain that the financial situation will be relieved.

The opinion is held on all hands that the Spring will see business as good as ever. In the meantime, there are indications that spring placing in all lines of knitted goods will be heavy.

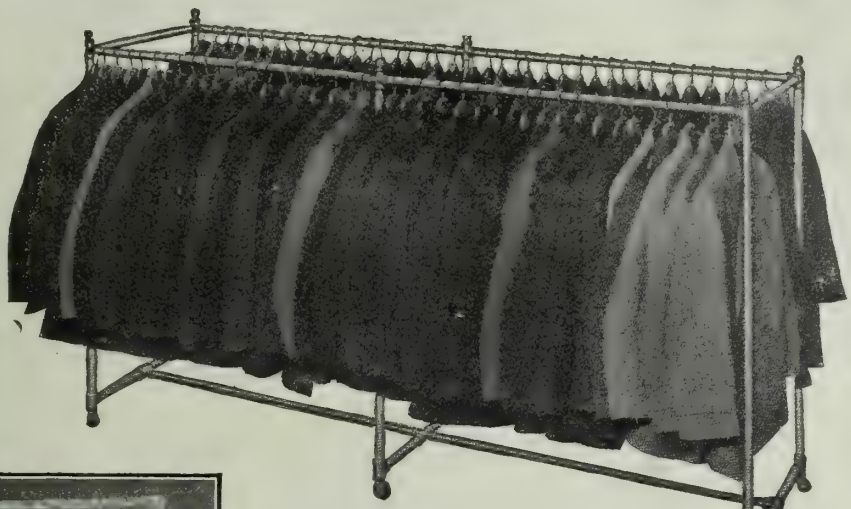
* * *

COMBINATION SUITS SELLING.

Undoubtedly a feature of the Spring trade in men's underwear, will be the increased demand for combination suits. Men are wearing them more generally and the dealers are beginning to feature them strongly.

The Taylor-System of Garment Hanging

THE TAYLOR Bar-Steel Tube Rack System has not only revolutionized the method and manner of hanging clothing, but has cut the expense of the high-priced fancy clothing cabinets. Where a merchant can afford to spend his money for fancy fixtures, clothing cabinets may be O.K., but where a man wants SYSTEM, concentration, protection and neatness, TAYLOR TUBE RACKS are best. Some of the largest clothiers in Canada and the U.S. are using our racks with great success. Send us an order. You will be pleased.



Dispenses With High Priced Clothing Cabinets for they serve the same purpose.

Model A

Double Bar-Polished

Steel Tube Racks.

Shipped Knocked Down—and require no tools to set them up. Mounted on the famous Ball Socket Rollers.

Net Prices F.O.B. Factory.

6 feet long, 4 posts	$ 9.00
6 feet long, 6 posts	10.50
8 feet long, 6 posts	11.50
10 feet long, 6 posts	12.50

OXIDIZED STEEL TUBING.

6 feet long, 6 posts	$13.00
8 feet long, 6 posts	14.00
10 feet long, 6 posts	15.00

Suit Racks stand 5 feet high and 26 inches wide. The Overcoat racks and Ladies' Garment racks stand 6 feet high. Same price as suit rack.

Single Rack, Model D.

Extra Heavy Overcoat and Ladies' Suit Rack

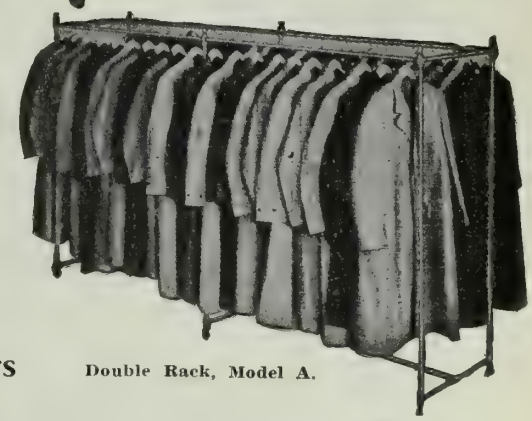
Single Bar

Made of 1½ inch polished steel tubing, gilt fittings, ball socket rollers.

6 feet long, 2 posts	$ 8.00
8 feet long, 3 posts	9.00
10 feet long, 3 posts	10.00

Made of 1½ in. Oxidized Tubing.

6 feet long, 2 posts	$10.00
8 feet long, 3 posts	11.00
10 feet long, 3 posts	12.00

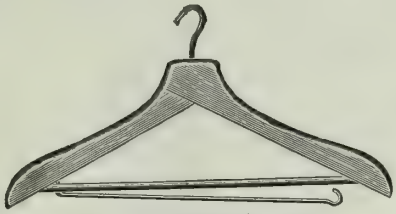


Double Rack, Model A.

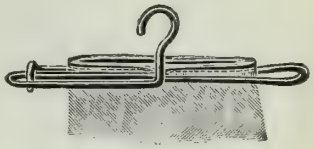
Correct Garment Hangers

No. 31—Coat Hanger.
Smooth hand buff, wax finish, per 100 ..... $3.50

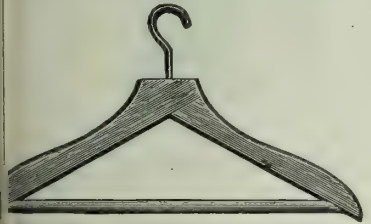
No. 25—Skirt Hanger.
With hook to skirt at placket, per 100 ..... $6.00



No. 54—Combination Suit Hanger.
With wire attachment to prevent trousers from slipping off, per 100..... $10.00

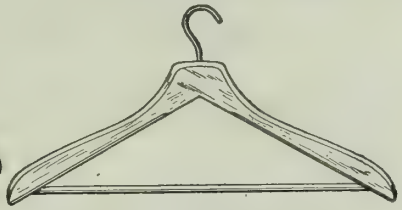


No. 90—Wire Skirt Hanger.
Holds skirt folded as shown, per 100 ..... $4.00

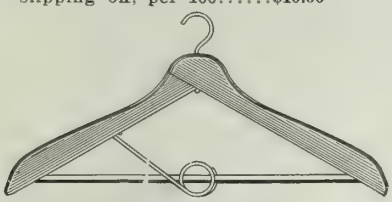


No. 33 I B—Combination Suit Hanger.

Per 100	$7.50
No. 33, same without bar, per 100	6.50
No. 33, B. Boys, 15 inches wide, per 100	7.50
No. 39. B. Overcoat, 20 in. wide, per 100	8.50
No. 39. Overcoat hanger without bar, per 100	7.50

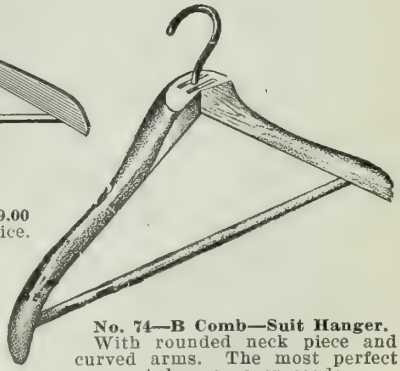


No. 34 I B—Combination Suit Hanger.
Inserted trouser bar, per 100 ..... $8.00

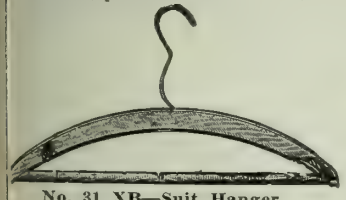


No. 64—Combination Suit Hanger.
With wire attachment to prevent trousers from slipping off, per 100 ..... $9.00
No. 64—Boys, 15 in. Same price.

We are the Largest Dealers in Hangers in Canada



No. 74—B Comb—Suit Hanger.
With rounded neck piece and curved arms. The most perfect garment hanger ever made.
$15.00 per 100.



No. 31 XB—Suit Hanger.
With tacked trouser bar, per 100 ..... $5.00

No. 92—Ladies' Combination Suit Hanger.
With wire attachment to hold skirt, per 100..... $6.00

Write for New Catalogue No. 96

Mail Orders Promptly Filled

The Taylor Mfg. Company - - Hamilton, Canada

CHESTER

MEN'S BELTS

Chester Suspenders

We are showing the largest and most attractive line of Holiday Novelties, suspenders, garters, arm bands, etc., in our new and original holiday packages to retail from 25c and up.

Our new line of Chester Belts is ready, we have an enormous range, including everything new in men's belts, all the newest leathers and buckle effects.

HALLS LIMITED
Brockville Ontario

SUSPENDERS

A Positive Success *Everlast* Coat Fronts Bust Forms

will increase your sales. The "Everlast" front is cold water shrunk and so closely stitched that the canvas, hair cloth, padding and silesia are as one piece. The best cloth and the finest tailoring must be backed up by a good front. The "Everlast" is absolutely essential if the garment is to retain its shape.

Manufacturers—Write us for full particulars.

TORONTO PAD CO., LIMITED
569 Queen Street West - - - TORONTO, ONT.

(Made in France)

Guaranteed for one year.

S. E. Porter & Co.

Sole Agents for Canada.

Complete Stock on Hand

at

"Birks Building,"
MONTREAL

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates

KANT KRACK

COLLARS

—the collars for every man in every walk of life—the collars that always look dressy and smart, are easily and quickly washed with soap, water and sponge, totally eliminating the weekly collar laundry bill. KANT KRACK Collars are made in all the season's leading styles in *"One grade only and that the best."* Every collar is reinforced where the usual weak spots occur—the button holes, the tab.

Made in Canada.

The Parsons & Parsons Canadian Co.
HAMILTON, ONTARIO

THE MILLER RANGE

Duck Service and Specialty Clothing comprises all the popular styles for all classes of trade. There are special ontfits for

Cooks and Waiters,
Barbers and Bartenders
Butchers, Grocers and Doctors

Each garment is tailored by masters, to give your customer absolute satisfaction.

THE MILLER AHEAD OF ALL.

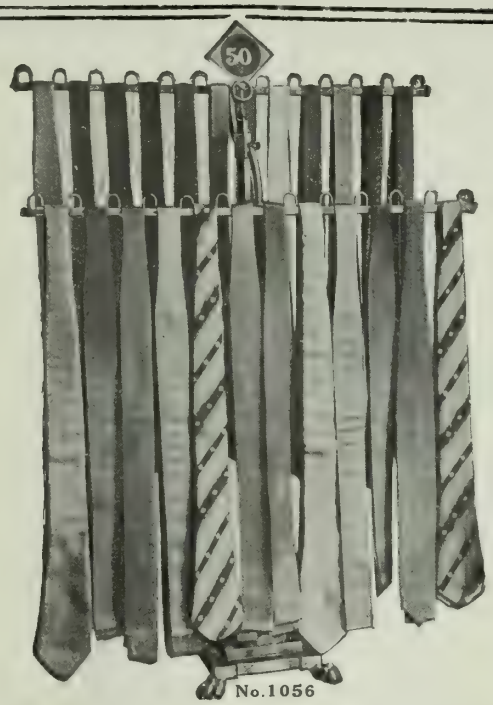
Label is also found on

Militia and Cadet Khaki Uniforms, Boy Scout and Girl Guide Outfits, Choir Vestments, Academic and Professional Robes.

The Miller Mfg. Co., Limited

251-3 Mutual St., Toronto

Sole Manufacturers of the Celebrated MILLER GUARANTEED UNSHRINKABLE DUCK CLOTHING.



No. 1056

The Loop Tie Stand

The best stand ever invented for displaying Ties on the counter.

Write for our large Catalogue of Display Fixtures

CLATWORTHY & SON, LIMITED
161 King St. West

The largest makers of Store Fixtures in Canada

Cutaway Collars Strong for Spring Wear

Closed Styles Have Gone Out—Many Stiff Collars Show Madras Stripes, Both Vertical and Round—Negligee Shirts Are Being Made Without Collars—Silk Collars Are to be Seen in all Shades.

THE SOFT collar has become a most popular adjunct of the sensible man's wardrobe, coming as a development of the movement toward comfortable dress. Men have found that the soft collar is a comfortable one to wear, particularly when the weather is warm. Thus, the Spring will see a heavy buying movement in the soft collar lines.

A development in this connection is the tendency to make negligee shirts without the collars. Manufacturers have taken this step because men in a great many cases buy the shirt with collar attached and discard the collar, substituting whatever collar suits them. This practice is so general, it is claimed, that the loss on the discarded collar is heavy enough to justify the manufacturer in turning out his lines minus the collar.

MAY BE CHEAPER.

Some retailers have complained of this new development, claiming that customers believe they are entitled to a collar with the shirt, whether they intend to use it or not. This difficulty will probably be gotten over, however, by the fact that the collarless shirts may be offered at a reduced price. There is some talk of the manufacturers who offer this line reducing the price in Spring.

Of course, in a large number of lines, the shirts will still be made up with collars attached and prices will remain the same on these lines.

DIFFERENT FROM SHIRTS.

Soft collars will be worn in different patterns and shades from the shirt. It has been customary to have collar and shirt identical in these respects but this limitation will be withdrawn for Spring wear. Practically the only change in the shape of the soft material collars will be in the matter of blades. The deep blade will not be worn, the length being very much modified.

It is impossible as yet to say what the development will be in regard to stiff collar blades. The long pointed kind have proven popular this Summer, despite several objections, one of which is that the sharp point has a tendency to wear out the material in the shirt. However, it continues to be worn and, if not pressed into service during the Winter, will still be seen in the Spring. However, an extreme of this kind cannot hope for a very long lease of popular favor and, if the long blades are affected this Winter to any extent, it is not impossible that the public will have tired of them by Spring. In any case, they will not be seen to any predominant extent.

VERTICAL MADRAS STRIPES.

A new feature in stiff white collars of the double variety will be Madras stripes on the order. Heretofore the stripes have always been shown running around the collar but the vertical stripe makes an attractive novelty.

The Madras stripe will also be seen in white round wing collars but in this case, the stripe runs around.

Double collar with Madras stripe, showing the cutaway shape. Shown by courtesy of Tooke Bros., Ltd.

ROUND WING POPULAR.

The round wing collar promises to be as popular as ever, particularly for dress purposes. It will be worn largely both in pique and linen.

In the matter of shape, the cutaway collar will be almost exclusively seen. The closed ends have

(Continued on page 94.)

Men's Clothing will be Along Quiet Lines

No Signs of Big Patterns, and Rough Materials Will not be Used to any Extent—Soft Finish Worsteds Will be Used to a Large Extent—The Popular Materials.

SUITS AND SHIRTS will fit in unusually well next Spring in the make-up of a well-dressed man. Both will follow a quiet pathway, suggestive of peaceful surroundings, far apart from the strident bustle of the busy thoroughfares. There will be no sign of the big pattern, and coarse, rough material will be rarely seen. Shades and patterns alike will be subdued.

Perhaps the one big change in suitings for Spring will be the substitution, in a large degree, of soft finish worsteds for tweeds, and the prevalence of small checks and hair line-stripes. "Small" and "hair line": there you have the basis of the manufacturers' models. Along these lines, however, there have been produced some of the most handsome designs in many years, and dressy, tasty outfits will be the outcome, with the added advantage of a different piece of cloth for every person you meet, if need be. No running into a single design for the Spring of 1914. A good idea of the wide range can be secured by a glance at the dozen or so samples shown in this issue.

The Prince of Servia as he appeared at a recent function in London. He is noted as a good dresser.

Black and whites will be very popular. These will be found in small checks, and of these shepherd's checks will be as good as any.

Pin stripes are the invariable style in stripes.

Gun clubs will have a large sale, both plain, and in mixtures of heliotrope, brown and heather.

Greys will predominate, in keeping with the idea for softer shades. Browns where shown, will be in the lighter shades, like fawn. This shade is fast disappearing.

Where Scotch tweeds are used, they are more of the loose weave, and strong in black and white. Some samples show blotches of white and black, in a rough texture like homespun.

Saxony worsted will be one of the leading sellers. One with a black body and a white dot is coming in strong and will divide attention with the gun club check. A handsome light grey worsted has the feather check, shown in the illustration.

Another design that is attracting the trade is a grey worsted with hair lines close together.

Scotch tweed mixtures will divide the field with greys. The tweeds will retain much of their hold against the worsteds, for business wear.

While grey will be strong in the centres, browns still hold a place in the smaller towns and the country where orders, indicate but little lessening in their popularity.

The semi-English cut will be the prevailing one for the sack coat this coming Spring as it has been for Fall, with soft roll lapels, and rather close-fitting trousers. The cuff on the trouser which was termed by many a "fad" last Spring will be in again and be called for to a greater extent than this year.

A cut of frock that is popular abroad. Note light colored top hat.

A well dressed Englishman at Ascot.

Styles in Suits for Small Boys

SOME VERY attractive suits for boys, ranging from 3 to 10 years, are being shown by a firm that hitherto has limited itself to girls' and women's clothes. The idea came to them from a chance remark of a New York manufacturer, "Oh, we make over here nearly every boy's suit that is worn in Canada." So the new ones seen by The Review are strictly "home brews."

There is a large range of shades and materials in the two cuts that have been chosen: Sailors and Russians, and a tasty dash of color, chiefly in the form of bands on the arm, and a thread, usually of red, in the embroidered anchors, secure quite a pretty effect. The cost runs from $15 a dozen to $39.

The materials which are used in these suits are chambrays, linens, heavy ginghams and drilles.

The sailor suits have a sailor blouse whose sleeves are ornamented with a band and an anchor with embroidered effect. Usually the bands are limited to the one sleeve, with two narrow bands an inch or so long run together in a V shape below the anchor. The vests are of white, with sailor collar of plain material, with tie and belt to match. The trousers are knicker shape with elastic and are fitted with that essential of every boy's suit, pockets big enough for his precious nick-nacks.

Others are of Russian style, with an opening across the shoulder and down the side. Others are the simple blouse effect. The sleeves come in both long and short. Altogther there are 100 models, an unusually wide range, particularly for a new line.

Sailor suit for boys from 3 to 7. Shown by courtesy of Home & Watts, Ltd.

Russian model for boy of 3. Shown by Home & Watts, Ltd.

Some of the ranges are from 3 to 7 and others from 3 to 10. In some cases the only change in pattern is the leaving off of the belt at 7 years, and using a smaller hem and a sailor blouse up to 10 years.

Until these suits have been tried out for a year it will be difficult to limit the shades and styles of material for which there is a demand. Greys, browns and blues seem to take equally well so far, but in children's clothes the tastes of the individual mothers or big sisters will override any of the canons of Fashion. They will be a rule unto themselves when it comes to their sons or small brothers.

(Continued on page 94.)

MONARCH-KNIT

M53

Two of the popular Shaker Knit Coats embodying the well known "MONARCH-KNIT" standard for style, quality and workmanship. Stock these lines for a big business in Men's Knit Coats.

WRITE US FOR SAMPLES

Monarch Knitting Co.

Limited

DUNNVILLE **ONTARIO**

Factories at:

Dunnville, St. Catharines, and Buffalo St. Thomas

Cutaway Collars Strong for Spring Wear

(Continued from page 90.)

gone out entirely and from now on, men will display their neckwear to a liberal extent.

SILK COLLARS OF ALL SHADES.

A development which will be seen in the Spring will be in collars. Manufacturers are making silk collars of all shades to match the various colors in silk shirts. This will introduce an unwonted touch of color into male garb.

Spring shape in wing collar with Madras stripes. Shown by courtesy of Tooke Bros., Ltd.

Styles in Suits for Small Boys

(Continued from page 92.)

A description of some particular suits, as well as the special drawings which accompany this article will convey the best idea of what they really are.

One of the most effective is a brown and white stripe drill, with a plain brown collar and tie and belt to match. There are three rows of white edging on the front of the collar and two star ornaments at the back. The vest is of plain white with an embroidered anchor. The sleeve is ornamented with a red band and an embroidered emblem, and is tacked into the cuff and fastened with two pearl buttons.

Another is a sailor suit of blue, with a white vest, and collar of blue with white edging, and the embroidered anchor.

Another is a Russian blouse of Cacel linen with embroidered scalloping.

The whole idea is to present a wide range of boy's suits, of wearable quantity, and medium price and the experiment will be an interesting one as a new departure in Canadian manufacturing.

To Improve Knowledge

Editor, Dry Goods Review,—"Please tell me where I can secure information concerning card writing and window trimming. I would like to become proficient at both lines. Should I join the C. W. T. A.?"

To the last question, we answer most emphatically, yes. If you join the C .W. T. A. you will find the answer to your first question. For a young man desiring to become proficient in window display work and card writing, we could suggest no better way than to become a member of the association. In this way he would meet expert display men and learn much from them that he could not obtain in any other way. The C. W. T. A. is a "clearing house of ideas," and the members are enabled to keep posted on all developments in the display profession.—Editor.

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Dodge the Pessimist!

A pessimist is a man who cannot see the good in anything. He is short-sighted, grouchy and usually wants to be left alone.

Leave him alone.

A man who cannot see good in ADVERTISING is a pessimist.

He is out of alignment. He is out of focus.

Leave him alone. Ostracize him. It's his only hope.

Beware of the man who does not advertise and of unadvertised goods.

The printed word costs money and is permanent. It is everlasting evidence which cannot be disclaimed or disputed. Because of this it tells the truth. It may be attractive, but nevertheless the truth.

Favor the salesman of an advertised house. He has back of him a liberal policy which is invariably reflected in his goods and in the service of the firm he works for.

Read the advertising pages of your trade paper, and get to know the firms who advertise. They are the people it will pay you to deal with. Advertising is their way—the modern way—of telling you that they are reliable, up-to-date, and in every way, good people to do business with. Furthermore it stamps them as optimists.

Dodge the pessimist. He doesn't want your trade, anyway.

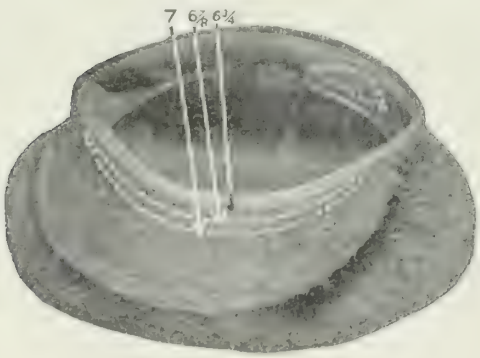
If he does, why doesn't he say so?

The COOPER Three-in-one FIT-EZE CAP

Ensures quick sales and big profits with one-third your usual stock

This is the cap that is revolutionizing the Canadian cap trade Cooper's three-in-one Fit-Eze the cap that cuts your stock down to one-third without lessening your assortment or hampering yourself with a shortage of sizes.

We are the originators and sole manufacturers of this cap and have sold the patent rights to the largest cap manufacturers in the United States. We are the leaders not the followers and as such you are assured of buying right. Our values are unequalled, our styles are the very latest. The three-in-one Fit-Eze cap is by all odds the most comfortable cap on the market to-day.



The Cooper Cap Adjusts To Fit Three Heads

It is so constructed that it automatically adjusts itself to fit three sizes of heads, i.e., a size $6^{3}/_{4}$ cap will fit a $6^{7}/_{8}$ and 7 as well. This is an almost certain insurance against loss of sales from lack of sizes.

Every cap guaranteed to be replaced by new cap if defective.

Write to-day for our samples.
They are well worth while.

THE COOPER CAP CO.

260 Spadina Ave. TORONTO

MEN'S WEAR REVIEW.

Features of This Issue

How to Light Stores in Distinctive Ways.
Men's Clothing Will be Closer Fitting.
Worsteds Will be Stronger.
Some Practical Aids to Card Writing.
Managing the Working End of the Business.
How 1,448 Ties Were Sold in One Day.

OCTOBER : 1913

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO
SUBSCRIPTION PRICE $1.00 A YEAR

ABSOLUTELY

"DOMINION" RAINCOATS

¶ Our line comprises the most complete range of styles ever offered to the Canadian trade.

¶ As **we proof all our own cloth,** we are in a position to guarantee that every garment we manufacture is ABSOLUTELY WATERPROOF.

¶ Send to our nearest branch for prices and information.

Canadian Consolidated Rubber Company Limited

MONTREAL, Que.	Brantford, Ont.	Pictou, N.S.
Quebec, Que.	Berlin, Ont.	Charlottetown, P.E.I.
Granby, Que.	London, Ont.	**WINNIPEG, Man.**
Ottawa, Ont.	North Bay, Ont.	Regina, Sask.
Kingston, Ont.	**ST. JOHN, N.B.**	Saskatoon, Sask.
TORONTO, ONT.	Moncton, N.B.	Calgary, Alta.
Belleville, Ont.	Halifax, N.S.	Edmonton, Alta.
Port Dalhousie, Ont.	Sydney, N.S.	**VANCOUVER, B.C.**
Hamilton, Ont.	Yarmouth, N.S.	Victoria, B.C.

WATERPROOF

A Fall Display in Hickey & Pascoe's Store, Arranged by R. K. Dallimore.

Display Efficiency in the Men's Wear Store

The importance of showing goods to the best advantage—Man is a creature of impulse in his purchases and is strongly influenced by what he sees—Show case trimming an important feature.

THERE can be no doubt that the proper displaying of his goods is one of the most important problems facing the men's wear merchant.

Man is a creature of impulse when it comes to a question of dress. He does not sit down with a heap of fashion journals before him and plan out what he is going to wear next season, as a woman does. The chances are that he doesn't think about it at all until one day he happens to see in a store something that he knows he would like; and he goes in and buys it.

"I need a new hat. That one would suit me splendidly," sums up the mental attitude of the average woman when she sees a new creation of the milliner's art which appeals to her.

SOME BRIGHT BRIEFS.

Man is a creature of impulse when it comes to a question of dress.

Methods of display are not limited to the store window.

It is necessary to have the arrangement of the goods perfect throughout the store from the front windows to the hindmost shelf.

Goods in a showcase talk to a man urging him to buy.

Dark showcases sell no goods.

The window display serves as the first argument.

"That's a swell tie. Coming to think of it, I just need a new tie," is the way the man's mental processes act when he is confronted with a particularly desirable specimen of neckwear.

In other words, the average man becomes interested in an article before realization of the need for that article comes to him. This is stated with due regard for the fact that there are times when every man finds he needs a certain article of clothing and goes down town and buys it. The point desired to be made is that man does a great deal of his shopping on impulse, buying when he sees something that especially pleases him.

Hence, the importance of proper display to the men's wear dealer.

Methods of display are not limited by any means to the store windows. Every part of the store is just so much more space for the

A stocky but well arranged display of shirts and neckwear in the store of Hickey & Pascoe, Toronto. Arranged by R. K. Dallimore.

display of goods. How goods are stocked on the shelves, how they are shown in the showcases, how they are shown on top of the cases; all are details coming under the head of store display. It is necessary to have the arrangement of the goods perfect throughout the store from the front windows to the very hindmost shelf.

SHOW CASE ARRANGEMENT.

The proper stocking of show-cases is one of the most important phases of the problem of display. When a man is waiting in a store, his eye roves around freely but it concentrates for the bulk of the time on the contents of the showcases. Here, then, is a splendid opportunity to give a sales talk to that man. He won't hear that talk but he will SEE it. The goods in the showcase will talk to him, urging him to buy. The sight of a particularly attractive cravat, arouses the thought in the man's mind, "Say, that would go swell with my new grey suit." Every minute that the customer stands there waiting and looking, the contents of that showcase talk to him, using the most convincing form of persuasion known —ocular demonstration of excellence. It is not necessary for a salesman to point out the worth of that cravat. The article itself has already done so.

But there is little appeal in an indifferently arranged case. The best of goods will look only about 50 per cent. of their value if badly shown in conjunction with other goods. It is quite as necessary to exercise care in the arrangement of a "silent salesman" as it is in a window trim.

Showcases should be kept as "often" as possible. A serried collection of goods will not appeal to the eye. A few articles well displayed will outsell a stocky arrangement every time.

The use of glass shelves in cases has helped to place the dressing of a case on a higher plane.

It is necessary also to have the cases lighted so that the goods show up in the late hours of the day and the evenings. Dark showcases sell no goods.

A Neat Display of Clothing by F. L. Kickley with McKinnon's, Limited, Weyburn, Sask.

RESOURCEFUL DISPLAY.

The writer walked into a haberdasher's store the other day and was confronted with a truly amazing array of ingenious display ideas. Pedestals on the counters and showcases were neatly draped with neckties, handkerchiefs and gloves. The ledges about the wall shelving were occupied by drapes and cleverly arranged assortments of goods. A customer could not look anywhere without seeing something attractive, something novel or something striking. That store was a regular bag of tricks, a veritable storehouse of surprises. One was confronted with something to exclaim over at every turn.

They were doing a great business in that store. Men came for small purchases and remained to sacrifice the contents of their pocketbooks on the altar of sartorial ambitions.

The display methods of that store were 100 per cent. efficient. a

THE MOST IMPORTANT FEATURE.

Of course, the store windows, from the standpoint of display importance, rank first. At least five men will look in the store window to one who enters the store.

The window display serves as the first argument. It influences the man to enter the store and when he has once got inside, the other display features can do their part.

Several good specimens of window displays of men's clothing and furnishings are reproduced herewith.

Swift Current.—Jack Wood has opened a new men's furnishing store.

Information Bureau

WANTS BACKING.

Editor, Dry Goods Review:—"I would like you to give me all the information you can regarding the firms who would be open to give a young man a start in the general store business."

* * *

This request is of a rather unusual nature inasmuch as the writer gives no details as to the amount of capital he has, the amount of backing he would require, his experience, and so forth. Further, money is tight at the present time and the wholesalers and manufacturers have been drawing in credit lines rather than extending them.—Editor.

* * *

Editor, Dry Goods Review,—"Would you give us a recipe for a solution to test silk ?"

Can any reader give this information?

* * *

CUT GLASS FIGURES.

Editor, Dry Goods Review.—"Who are the manufacturers of medallion centre figures in imitation art glass for a half circle window (6 feet across and 3 feet high), medallion to be about 10 inches by 20 inches. Would prefer a figure of a knight in armor, Joan of Arc or some similar subject."

* * *

These figures are manufactured in Germany. The Smart Stain Co., of New York, may also make something that would be suitable.—Editor.

The Schoolboys' Scamper

A LARGE store lunch room transformed.

The background, a painted scene, like the wall of a brick schoolhouse, and at the sides, scenery with Autumn foliage running along the top giving a touch of realism.

A wide platform along the front of the school and a runway at right angles extending for about 100 feet, the full length of the room.

On both sides of this several hundred seats, filled mostly with mothers.

Time, 10 a.m. or 3 p.m. If the latter, add to the crowd that fill the seats inside, a closely packed group of hundreds more, attended now by children, some fathers and some big sisters, unable to get in, but content to view from this distance.

A hubbub is breaking out, a crowd of boys let loose for play, and in a moment the school yard is swarming with little fellows, rushing to and fro, playing leap frog, football, boxing, tag, jumping; indulging in every form of noisy, healthy fun; the real article of a school boys' "recess."

Except this:

NEW FROM HEAD TO TOE.

While your eye flashes around from one to the other in the merry hubbub, you notice this boy's suit seems strangely new, and his stocking; and shiny shoes that never even looked at a muddy puddle by the roadside; and hat that was never jerked off his head in a rough and tumble melee. Ditto the next one and his nearby chum. Everyone togged out in his Sunday best. You notice it more when the teacher rings the bell, and they throw aside their play and line up and move sedately down the long platform, one by one, showing off their new clothes; new from head to foot.

This is "The Schoolboys' Scamper."

Yes, and about as clever a scheme for leading up to an all-round display of boys' clothing that ever has been devised: staged by the T. Eaton Co., of Toronto, the first four days of the present month.

The school door has closed and the sign "Late" hangs up upon it. Up saunters the boy of the nursery rhyme, "A diller, a dollar, a ten o'clock scholar;" he knocks; bangs; gets impatient and angry at the unresponsive silence. He spies a football, whistles to his "gang" of other "ten o'clock's," and in an instant the yard is alive with noisy, unstudious sounds. Out comes the teacher; very stern, but a coaxing gets a game, and oh, so real a one: and then for these older boys, a promenade down the line and a turn: all in their Sunday best, too.

INDIANS, COWBOYS, BOY SCOUTS.

Next there rush in a "mob" of Indians, cowboys and boy scouts, in that get-up so dear to the romantic heart of a boy. These indulge in a thrilling and most bloody struggle, strew the field with warriors wounded and warriors slain; the boy scouts rush to the rescue of the cowboys, and drag off the damaged bodies from the clutches of the Indian braves.

KINDERGARTNERS IN QUAINT SUITS.

And then the kindergarten children in the quaintest of suits: playing their kindergarten games while the orchestra kept up the music of "Here we come gathering nuts in May," and the other favorites. These also had their walk down the centre and back; returning again with their new overcoats and swinging their tiny canes, while hundreds of eyes took in the styles the young lads showed.

THE "FATHERS."

Last of all came the "fathers:" in men's wear, showing the latest London and New York styles in suits, collars, ties, shoes, gloves, hats and overcoats, while their "children," the kindergartners, toddled along hand-in-hand, by their sides.

It was all so life-like! Even the tumbling off the stage of a little fellow who tripped; and the wilful but lovable youngster who just would kick that football along the runway and bump into the other more sedate little "models"—until teacher took away the ball and marched him a prisoner into school—or the tall thin, light-haired twins in blue rompers, or the lad in the cute "Oliver Twist" suit of red and blue.

"The Boys' Scamper:" so realistic you could forget it was staged; and how far removed from the usual—and yet necessary—mode of demonstrating the correct toggery of boys and men. While the

Continued on page 55.

Drawings Make Original Show Cards

New variety cards made by Paul Pepper, with Marks and Price, Toronto —Drawings show how article on display look when worn—Good results have been obtained.

"IF A MAN can preach a better sermon, write a better book or make a better mouse trap than his neighbor, though he build his house in the wood, the world will make a beaten track to his door."

Emerson never said a truer thing. It is the man who can do original things, think original thoughts and plan on original lines, who gets to the top of the ladder. If there is any royal road to Success, it is undoubtedly called Originality or sometimes Initiative.

To do something a little different, no matter how small the difference may be, is to command attention and notice. As it is an essential part of the retail business to command attention and notice, the importance of doing things a little different from other stores becomes apparent.

It is probable that the man who first started to put goods in his store window in an attractive way made a fortune. The original person who put the first price card in his window, undoubtedly drew trade in sufficient volume to astonish his less wide-awake competitors. What will the next step be? There's a fortune waiting for the merchant who finds something to do which has never been done yet, something aggressive with an appeal to the instinct of the purchasing public.

In the meantime, one hears every now and then of something new and novel which has been tried out with success. Such a plan, for instance, as that worked by an ambitious display man, Paul Pepper, with Marks and Price, Toronto. Mr. Pepper has an unusual degree of skill with the pencil and can turn out drawings of exceptional fineness. He has utilized this gift in the production of an original line of cards. If he is showing ties, he draws a man's head, with that variety of tie. If it is a hat display, the drawing shows how the hat looks when worn. This card is placed in the window along with small cards, announcing prices.

There are three advantages to this class of card. In the first place, it is bound to attract attention. Men will stop and look at it in nine cases out of ten.

Second, it shows the good points of the article in question in the most tangible way—by demonstrating how it looks when worn. No description could bring the strong points of the article forward so forcibly and instantaneously.

Drawing by Paul Pepper, used as a display card with good results.

And thirdly, it is new. It is different from what other stores show and consequently can be depended to win a greater degree of attention than other varieties of cards could win.

The Schoolboys' Scamper

Continued from page 54.

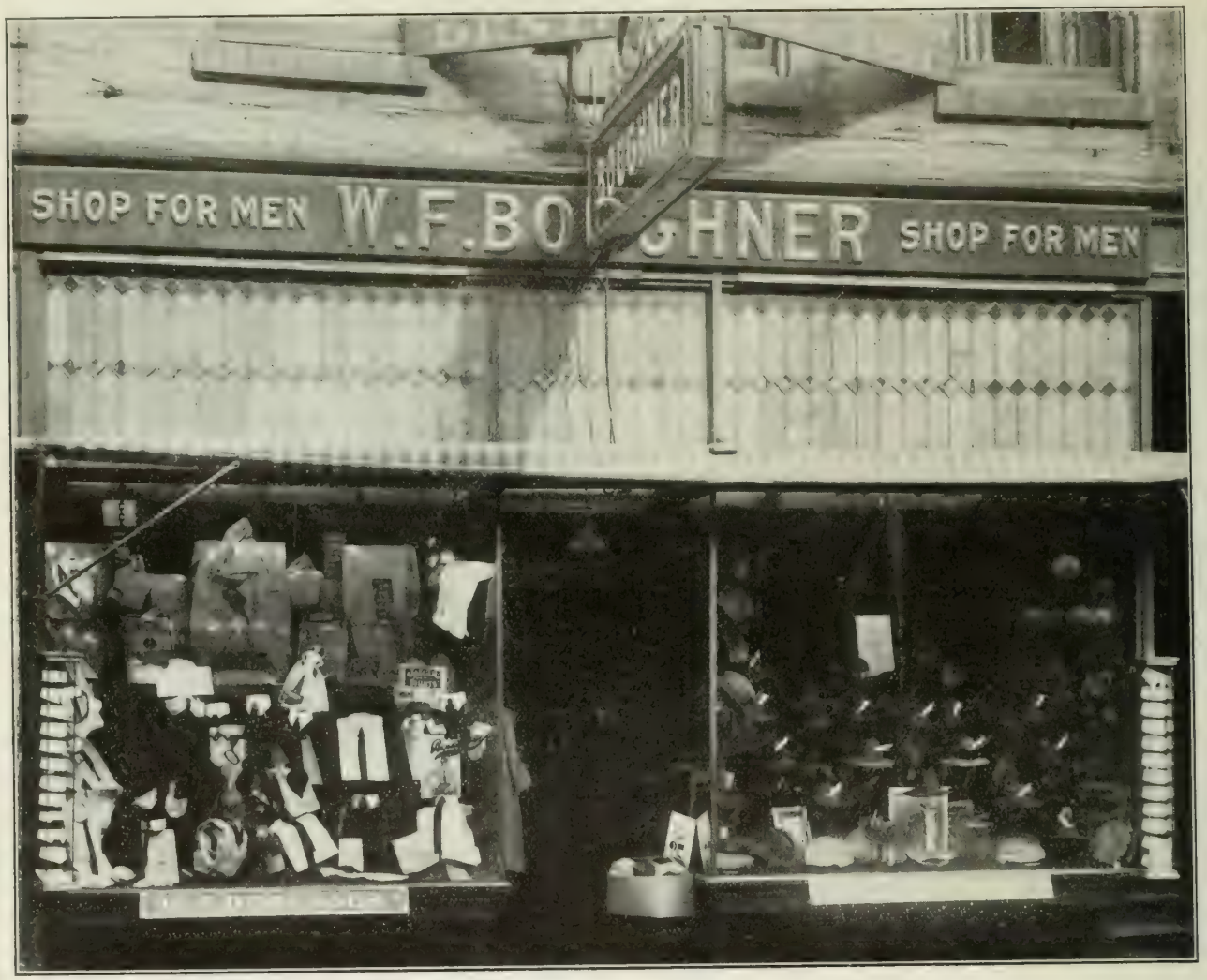
mothers looked on and enjoyed the fun, they were sizing up those natty outfits, and wondering which one of those velour hats or neat Norfolks would best become their six- and eight- and ten-year-olds at home.

AN EFFECTIVE "NOVELTY."

It was a demonstration of styles that was so novel that it attracted attention and talk; effective as a revelation of what the store contained in these important lines; and no less valuable in enlarging the prestige of the establishment that carried out so striking and original an idea.

It was a novelty in display: and novelties in display play as important a part in keeping a store in the public eye, and drawing custom to it, as novel-

Continued on page 59.



A View of the Store Front of W. F. Boughner, London, Ont.

Where Quality Lines Are Featured

THE ABOVE illustration shows the store front of a progressive men's wear store, that of Mr. W. F. Boughner of London, Ont. The policy of the store is to keep a high class of goods in stock, and special attention is paid to this line of trade, although being on one of two leading streets, transient business is large also. The inside of the store is rendered attractive by rich showcases, and a good display of hats, ties, shirts, overcoats, etc. Mr. Boughner is a little chary on certain novelty lines. He holds that all new lines to be "classy" must stand on a fairly "high level" price.

The windows are trimmed at frequent intervals. When the Review's representative was in London a few days ago, one had a showing of hats, mainly soft, but some stiff, hung in various positions on stands, and with the small price cards shown in the illustration. Here and there in the foreground, close to the glass, were a few caps, and the background high up was of overcoats.

The other window was of shirts, fitted with collars and ties. A ledge at the back held underwear. On the extreme ends of the window, on the street side, are high and narrow glass cabinets showing different styles of collars.

Figure 1.

Figure 2.

How to Light Stores in Distinctive Way

The Elements of Lighting Outlined —Artistic Appearance and Efficiency in Lighting Balance Evenly—Good Lighting Arrangements Attract Trade—Distinctive Lighting a Great Asset.

THE FOLLOWING paper on "Distinctive Store Lighting," was presented by Clarence A. Law and A. L. Powell at the annual convention of Illuminating Engineering Society held at Pittsburg.

Among the points which should be given consideration by a shop proprietor in planning a distinctive store, may be mentioned the following:

Design of the exterior; woodwork of the interior; color of walls and ceiling; finish of show cases; floor covering; finish and type of lighting fixtures, glassware and lamps.

HABERDASHERY STORE.

As this class of store caters entirely to men, the store fittings should not be radical to any appreciable extent. Neatness, simplicity, and up-to-date appearance should characterize the shop. The lighting system must be quite efficient as a high intensity of illumination is desirable.

Fig. 1 shows a night view of the installation of one of the shops of Weber & Heilbroner on Broadway, New York City, which conforms excellently with the above requirements. Six-arm brush base fixtures of well balanced proportions are used with clear 100-watt tungsten lamps and opalescent bowl shaped reflectors. Show cases, counters and woodwork are of polished mahogany; ceiling smooth white plaster; walls above shelves covered with green burlap, and floor of hardwood. The window trim is of circassian walnut, forming an excellent contrast to the dark blue backing for the goods on display. A white fixed shade, extending to within six feet (1.83 m.) of the sidewalk level, serves as a valance.

STORE.

Length 69 ft. (21.03 m.).
Width 18 ft. (5.49 m.).
Area 1,342 sq. ft. (124.77 sq. m.).
Ceiling height 13 ft. (3.96 m.).
Lamps 10 ft. 6 in. (3.20 m.) from floor.
30 100-watt clear tungsten lamps.
Total watts 3,000.
Watts per square foot, 2.4.

WINDOW.

100-watt clear tungsten lamps, concentrating prismatic reflector, spaced 14 in. in a row along center of false ceiling.

MILLINERY.

Since Paris is the seat of fashions, to create the proper atmosphere ,the display room should be "Frenchy" in character. Mme. Bruck's shop on West Fortieth Street, New York City, shown in Fig. 2, may be taken as an example. White show cases, covered with mirrors line the walls, and the dainty furniture is all finished in white enamel. White has the advantage that it does not "clash" with the colored materials of the hats and tend to divert the attention from the goods on display. The ceiling is of smooth, white plaster and a border of satin finish wallpaper matches the old rose Wilton carpet and silk window hangings. Two ten-inch brass finish shower fixtures with bowl-frosted tungsten lamps surrounded with crystal beaded glass, furnish general illumination. Localized illumination at the mirrors is supplied by side wall brackets, brush brass finish, Empire style, equipped with bowl-frosted tungsten lamps, shielded by crystal and old rose beaded shades. A few plants add to the attractiveness of the room.

STORE.

Length 40 ft. (12.19 m.).
Width 12 ft. (3.66 m.).
Area 480 sq. ft. (44.59 sq. m.).
Ceiling height 10 ft. (3.04 m.).
Lamps 9 ft. (2.74 m.) from floor.
Total watts 750.
30 25-watt bowl frosted tungsten lamps.
Watts per square foot 1.5.

WINDOW.

25-watt clear tungsten lamps in concentrating prismatic reflectors on 2-ft. centres.

3 25-watt tungsten lamps in crystal fixtures in centre of window.

2 side wall brackets, cut glass shade and 25-watt tungsten lamps.

SHOE STORE.

Most stores of this class have a centre bench arrangement, the entire wall space being covered with boxes on shelves. A room of medium width will require at least two rows of units to give satisfactory illumination on the labels on the boxes and at the foot rests where the shoes are fitted and inspected.

A particularly novel layout is shown in Fig. 3, a night view of Frank Brothers' Fifth Avenue (New York) shop. Entering from the street, one passes into the rotunda (shown in the background of the photograph) about 16 feet in diameter, the dome of which is supported by Corinthian columns. The floor is of mosaic marble and the ceilings, cream colored, with raised plaster decorations. Show cases, with attractive dressings, are grouped about the room. Suspended from the centre of the dome is an ornamental inverted fixture containing eighteen lamps. This consists of six diffusing glass globes, pressed into the form of huge sheets; below these are four round bulb carbon lamps enclosed in amber beaded glass.

The store proper is rectangular in shape and a balcony 6 feet (1.83 in.) wide extends completely around the interior. The cream colored ceiling beneath the balcony is divided by beams into squares. In the centre of each square is a lighting fixture consisting of five pieces of pear-like glass in the form of a large shell; a 40-watt clear tungsten lamp is located above each shell. At the base of the shell is a 25-watt round bulb all frosted tungsten lamp.

On each pillar from the balcony to the ceiling are located two two-arm brass brackets with clear gem lamps in roughed glass spheres. These serve to light the balcony and the centre portion of the store proper.

The oak parquet floor is partly covered with rugs; the furniture is leather covered and the show cases and shelves are of mahogany.

STORE.

Length 64 ft. (19.5 m.).
Width 24 ft. (7.31 m.).
Area (main floor) 1,540 sq. ft. (143.07 sq. m.).
Height under balcony 8 ft. (2.44 m.).
Height above balcony 10 ft. (3.05 m.).
17 25-watt round bulb tungsten lamps.
85 40-watt clear tungsten lamps.
64 50-watt clear Gem lamps.
Total watts 7,000.

The value of watts per square foot would be of little significance, as two types of lamps are in use, and also both the balcony and main floor are lighted.

WINDOW.

Mirrored trough reflector with 50-watt Gem lamps outlets on 9 in. centres.

LADIES' WEAR.

This type of shop is really divisible into two classes: namely, general and specialized.

As an example of the first class, the Fifth Avenue (New York) store of J. M. Gidding, which is shown in Fig. 4, may be given a little attention. The lighting units are of the sun-burst type, consisting of 6 regular and 6 round bulb, all-frosted tungsten lamps below a gilded composition plate, all suspended by a single chain. The fixtures are pleasingly har-

Figure 3.

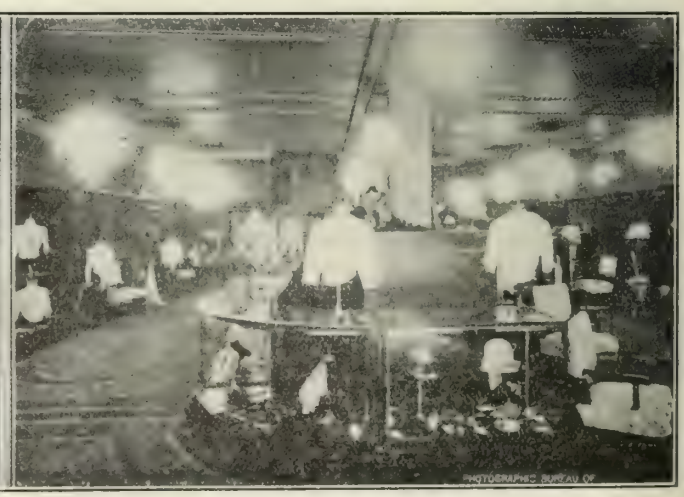


Figure 4.

monious with the cream colored ceiling and delicate gold lining. Show-cases and woodwork are of magnificent circassian walnut, which blends well with the rich carpet of green and tan. The wall visible above the dressing room is largely covered with gilt figures.

STORE.

Length 55 ft. (16.76 m.).
Width 48 ft. (14.63 m.).
Area 2,640 sq. ft. (245.25 sq. m.).
Ceiling height 12 ft. (3.66 m.).
Lamps 9 ft. (2.74 m.) from floor.
90 20-watt all-frosted tungsten lamps.
Total watts 4,050.
Watts per square foot 1.5,

WINDOW.

Mirrored trough reflector with 25-watt tungsten lamps on 9 in. centres. White false ceiling, with two alabaster carved bowls, equipped with 6 40-watt tungsten lamps each, are suspended from this. Base and trim of window circassian walnut.

The specialized ladies' wear shop is exemplified by the shop of W. B. Crocker, Fig. 13, which handles mourning goods exclusively. The scheme of decoration is very appropriate. As one observer remarked, "A sombre cheerfulness fills the room." A rich gray carpet is but a shade darker than the wall covering, which in turn, matches the woodwork of the show-cases and trim. The chairs are of gray oak and tables of wickerwork. The ceiling is white, and suspended from this by long chains are four seven-light and one fourteen-light shower fixtures, dull silver finished. Low wattage, bowl-shaped tungsten lamps are used with diffusing shades.

Under the balcony at the rear of the store are full-length mirrors. Localized illumination is provided at each by a 25-watt all-frosted round bulb tungsten lamp. In the front portion of the store, the general illumination is supplemented by two-arm brackets similar in finish and equipment to the overhead units.

STORE.

Length 76 ft. (23.16 m.)
Width 16 ft. (4.88 m.)
Area 1,210 sq. ft. (112.4 sq. m.)
Ceiling height 18 ft. (5.48 m.)
Lamps 10 ft. (3.05 m.) from floor.
60 15-watt bowl-frosted tungsten lamps.
18 25-watt round bulb tungsten lamps.
Total watts 1,390.
Watts per square foot 1.15.

WINDOW.

Mirrored trough reflectors equipped with 50-watt Gem lamps on 9 in. centres. Woodwork gray. Mirrors at side. Beaded crystal hemisphere set in centre of the ceiling.

A sufficient number of individual installations have been described to indicate quite clearly that the lighting system should blend with the general scheme of decoration. The illuminating equipment, rather than being dazzling, glaring or commonplace, is inconspicuous, and forms a part of the furnishing of the room.

It must be borne in mind that the methods outlined above are not the only correct schemes of lighting to use; often in the laying out of an installation the ideas or desires of the proprietor will produce considerable deviation from the scheme which would be most in keeping with the period of architecture that is being followed.

From the descriptions given, it can be seen that one is able to apply the commercial diffusers and reflecting devices to almost any class of service. As far as possible the endeavor has been made to discuss stores which had standard equipment, thus showing that there is no necessity for the design of special auxiliaries. Expanding this idea slightly, the authors believe that the stores described are distinctive and yet, with the exception of the carved alabaster bowls, the initial cost is relatively low.

These illustrations might have been continued at great length and an appropriate use found for almost all the equipment listed, but this is obviously out of the question, so the paper can well be closed with the admonition:—In designing the lighting for shops of the class treated in this paper, use discretion in the selection of lighting units and do not offer the prospective customer something which is, on the face of it, purely utilitarian.

The Schoolboys' Scamper

Continued from page 55.

ties in goods. Both are essential for lifting business out of the humdrum, the deadly monotony, the mediocre average that is fatal to that healthy growth that should be as natural in a business as in a child or a plant in the Spring time of life.

Leaving aside the idea itself, so skilfully worked out, mention of a few of the styles shown will be of interest.

NORFOLKS FOR THE BOYS.

The belted Norfolks and knickers were most noticeable among the younger boys, in tweeds and fancy serges, and bloomer suits in tweeds, cheviots and serges. "Deck" suits with fall-over blouse and straight pants were also worn. Specialties were the Eton suit, Man-of-War and Highland, and novelties that included youthful models of evening dress and riding suits. In boys' overcoats there were shown chinchillas, used even on three-year-olds; tweed overcoats, Russian styles, and military with strap at back. These, as a general rule, did not fall lower than an inch above the knees.

Continued on page 71.

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

A Graded Scale

A MOST interesting communication appears in another part of this issue, dealing with the retail marking of neckties. The manufacturer who writes the letter, points out the hardship under which manufacturers labor in having to make ties with flowing ends for the same price that was secured before on ties which required a smaller amount of material. As a remedy he suggests that the retailer introduce a scale of graded prices starting at 50 cents and running to $1.00. In this way it would be possible to grade ties according to the amount they cost instead of classing them either as 50 cent or $1.00 ties.

The suggestion seems a feasible one from many standpoints. Where a line of goods is sold at prices which grade steeply, without intermediate prices, it is impossible to fix prices on such a basis that a fair rate of profit will be secured on each article. This difficulty is deepened in the case of neckwear by the infinite variety shown. Ties of all colors, patterns, styles and materials are arbitrarily grouped into classes which sell at 50 cents, $1.00, $1.50, $2.00 and up. Now there are many lines which, in view of the cost of manufacture, should sell at about 60 cents. These are thrown in with the 50 centers. The manufacturer, knowing this, realizes that, in order to sell his lines of this class at all, he must offer them to the trade at a price that will make it possible for them to be retailing at the half-dollar mark. On such lines, the manufacturer does not make anything like an adequate profit.

The retailer also would make a better profit, if he graded his stock at more gradual steps. The one difficulty which crops up is: Would the public pay 55 cents, 65 cents or 80 cents for a tie? People pay such prices on other lines. Why not ties?

It is the firm belief of The Review that ties would sell on this basis just as readily as they do now.

Novelties in London Town

LONDON, England, is sometimes referred to as the home of well dressed men. Fashions in male attire so often originate there that the eyes of the world turn to London naturally.

Englishmen at present are introducing many novelties, which tend to offset the severity of masculine dress. There is, in fact, quite a strong trend noted in the direction of gay and decorative attire.

There is, for instance, a big demand for Tuxedo materials for evening dress—that is, cloth of a whipcord make of a black ground, shot with a suggestion of color. Some combinations seen are black and red, black and purple, black and gray. All the fashionable tailors are showing "Tuxedo" and most of the fashionable men are wearing it.

The fancy vest is also coming back. Some most strikingly original effects are being worn, such, for instance, as a double-breasted waistcoat with gray braid along the edge of the lapels. It looked attractive, even if verging on effeminacy.

Higher Prices Ahead

THERE IS no blinking the fact that clothing prices are on the upgrade. Everything is costing more. The price of suitings is high and will go still higher. Labor costs more, business expenses are greater. It is no wonder that manufacturers are talking higher clothing prices.

The retailer should meet the issue squarely and in the only feasible way. He should advance his

prices when he finds that the price he is paying for his goods warrant it. When the manufacturer is forced by conditions to advance the price of his goods, the public must pay, not the retailer. The latter cannot do so and secure the margin of profit necessary to carry on business.

The Silk Shirt

Certain it is that they are inclining more and more to the niceties of dress that cost money. For instance, silk shirts will be sold in larger bulk during 1914 than ever before. The advance ranges show silks occupying an unprecedentally prominent place. The fact of the matter is that Canadian men are beginning to have more money to spend and are finding out the comfort of being dressed right. That this will continue to grow is a certainty and the proportion of men who can afford to dress well is becoming rapidly larger.

The men's wear dealer should not lose sight of this fact. It should guide him to no small extent in his buying. It will be possible to sell an ever increasing proportion of silk shirts, silk hats and articles now classed as luxurious.

Parcels Post Next Year

THE ANNOUNCEMENT made by Hon. Mr. Pelletier that the Parcels Post system would be in operation in Canada on the first of the year, does not come as a surprise, inasmuch as it had previously been announced that the system would probably be put into operation at the beginning of 1914. The start will be made simultaneously in all parts of the Dominion.

The Postmaster-General was silent on the score of the rates to be fixed. As this is the all-important question from the standpoint of the retail merchant, a further announcement from the Government will be awaited with keen interest. On the rates fixed for the local and national zones, depends the success of the system. If there is a sufficient margin between the rates for the national zones and those imposed in the local zones to provide the local dealer with protection against the aggressions of the mail order houses, then the system will prove a success. Otherwise, it will ultimately prove a flat failure, for no measure which works an unfairness against the retailers can prove otherwise than detrimental to the country at large.

Hon. Mr. Pelletier's announcement will be awaited with interest.

The Velvet Tie

VELVET TIES are having a strong run at the present time and will, doubtless, continue to sell. Nevertheless there are retailers who refuse to stock them, and it is probably safe to say that the popularity of velvets will not be of long duration.

Which is further evidence of the fact that the Canadian man is a conservative dresser who looks askant at new ideas, takes them up for a while perhaps but finally drifts back to the old order. Novelties are slow to catch on in Canada and extremes never go here except with a small number of men who "go in" for clothes which, through their lack of recognition at the hands of the majority, make the wearer conspicuous.

Editorial Notes

Parcels Post on January 1. The only question now is with reference to the rates.

* * *

A man must always grow faster than his job. If he doesn't grow, the job won't.

* * *

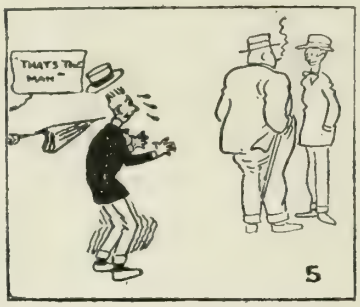
A man won't buy what he doesn't want. You cannot make him buy an article. A salesman makes him want it.

* * *

The annoyance of a cheap article is felt long after the satisfaction over the lowness of the price has passed away.

* * *

Did you ever stop to think how sales are influenced by a smiling face? Have you ever heard a customer remark, "I just could not help buying, the salesman was so pleasant?" Of course you have. Then capitalize your smiles. You will make twice the sales, twice as easily, and feel twice as good when the day's work is done. It is an investment that costs you nothing.—Mandel Bros.' Store News.



Dress and the Cartoonist

1. A suggestion for the critical male. 2. The finish of the straw lid. 3. And now the slit trouser! 4, 5, 6, 7. Should men wear wrist watches? 8. Another suggestion. 9. Men must wear their coats. 10. Why shouldn't men wear diaphanous clothes?

Ready *for* Service Clothes

AND

Special Order Tailoring

Wm. H. Leishman & Co.

LIMITED

Wholesale Custom Tailors

191 Adelaide St. West, Toronto

MAKERS OF THE BEST TAILORED GARMENTS FOR MEN

Men's Clothing Will Be Closer Fitting

A growing demand for Norfolks is indicated by Spring style trend — Measurements for various styles of suits — Vests are being cut higher — Padding not entirely eliminated from the shoulders.

THE NEW styles in Spring suits indicate a growing demand for Norfolks and some innovations have been introduced that add to their attractiveness. Sacques, of course, will be the leading business suit and in these, too, several changes have been tried out. In general these are in the direction, although only slighter, of more closely fitting garments, with a more defined roll to the collar, which extends below the first button, securing a three or two-button coat at will. The three-button style rather stronger, compared with the two-button, than was the case one year ago.

There is a tendency to cut the vests higher, and five buttons instead of six, will be the prevailing style. There is some call for a collar on the vest.

Cuffs on the sleeves and on the trousers occupy opposite positions: the sleeve cuff is made in a small percentage of spring stocks, but, generally, the coat without the cuff is preferred. The trouser cuff, however, has won distinct support, and a large number of stores are demanding it from the manufacturer. In many cases the trousers are left open at the bottom so that they may be finished with or without the cuff.

Padding is retained in the shoulders to an appreciable extent, but "Just what you'd notice," as one designer put it. The tendency of last Spring to eliminate the artificial projection continues strong and to retain the natural sloping effect in the shoulders. In strictly English models the padding is being omitted entirely.

The English models, 3-button sacques, with the roll passing the first button, are more rounded in front than the ordinary models, and run about 29½ inches in length. The 2-button sacque, more popular, except in the largest cities, perhaps, is a couple of inches longer.

The sleeves and trousers alike, are a shade narrower, although manufacturers who do business all over Canada report that a considerable demand still exists in the smaller places for the wide, or "hip" trousers.

The Review is able to present below descriptions of nearly a dozen 1914 models in sacques and Norfolks furnished by one of the foremost designers in Canada.

An English "dandy"—a sack coat showing lines now popular. Note cut of vest.

NOVELTIES IN NORFOLKS.

A novelty that has attracted wide-spread attention, and been bought up with avidity is referred to as No. 7 below, a yoke Norfolk. In the design that has stood unchanged year after year, the left front corner has been square, as this seemed to harmonize better with the squared pleat that ran down to the bottom of the coat. The patch pocket, of course, was set behind the pleat, and was entirely free from it.

* * *

The new design shows the pocket brought nearer the front so as to overlap the pleat, which now passes through the pocket, the latter projecting slightly beyond it so that the hems will not come together in other words, the pleat disappears in the pocket, and the coat at the bottom has more the effect of a sacque. The removal, or hiding away of the pleat with its two vertical lines, removes the necessity for a square corner to match it, and enables the coat to be rounded slightly, in this also resembling the sacque.

One other Norfolk novelty is worth a special reference. Ordinarily, of course, the belt is loose at the back, between the pleats and often runs loose also through the pleats. The latest design shows it stitched to the coat right through the pleats and between, and the stitching continued a short distance on each side,—giving the effect of a "solid" piece in the centre of the back. The idea is taking well with the retailers, and the demand may be yet for the combination of these two novelty features on the same Norfolk.

The following are among the new models:—

1. Sacque. 2 buttons, long lapel, patch pockets, fitting fairly close; for young man.

2. Sacque, English Model,—peak lapel, short collar, soft roll, 3 buttons, close fitting, narrow sleeves and trousers.

3. Norfolk,—box pleats sewn in with belt at back; inverted pleats to give freedom to arms; narrow cuff on sleeves; close fitting; two patch pockets.

4. Yoke Norfolk,—3 buttons, belt loose at back.

5. Norfolk, half yoke, box pleats, back fairly, close fitting.

"Reliance Knit"

To the Knit Goods Buyer:

The weather man is warning us to look out for colder weather. Look over your stocks of Sweater Coats in Men's, Women's and Children's lines, and see if you are prepared to meet the assured demand for Knitted wear.

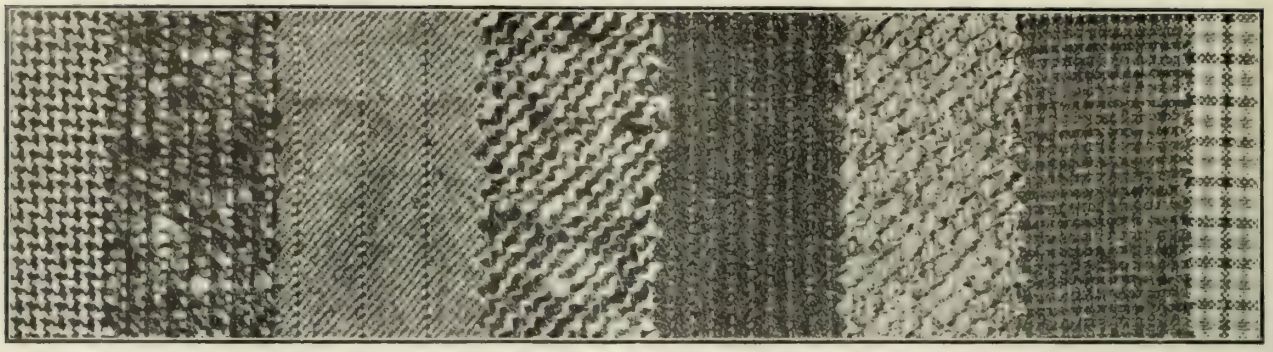
This season the Fall business on these lines will open with a rush on account of the fine weather earlier in the season and will no doubt continue strong until after Christmas.

Now is the time to sort up with *"RELIANCE KNIT"* garments, and be assured of prompt shipment of goods as per order. Our men are on a sorting trip and if you have not already placed your sorting business with them, drop us a card and we will arrange to have our Representative show you our line.

THE

Reliance Knitting Company, Limited

KING and BATHURST STREETS, TORONTO

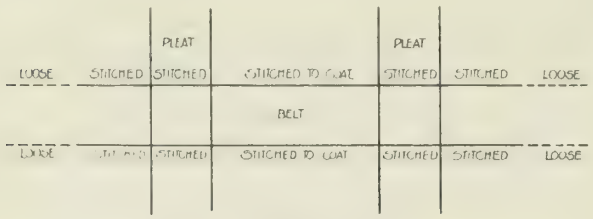


LATEST DESIGNS IN SPRING SUITINGS.

From left to right: 1. Small gun club check very popular. 2. Fine check worsted, black and white, with purple running through. 3. Black and white feather weave tweed, popular novelty. 4. Pin stripe worsted. 5. Black and white tweed, knicker effect. 6. Greyish brown striped worsted, milled finish. 7. Black and white tweed stripe. 8. Shepherd's check; a good seller.

6. Young man's spring sacque— long lapel, short collar, 2 buttons, body-fitting back.

7. Yoke Norfolk—lower patch pocket with button; front pleat runs into patch pocket, and corner slightly rounded; 3 buttons, soft roll, peak lapel,



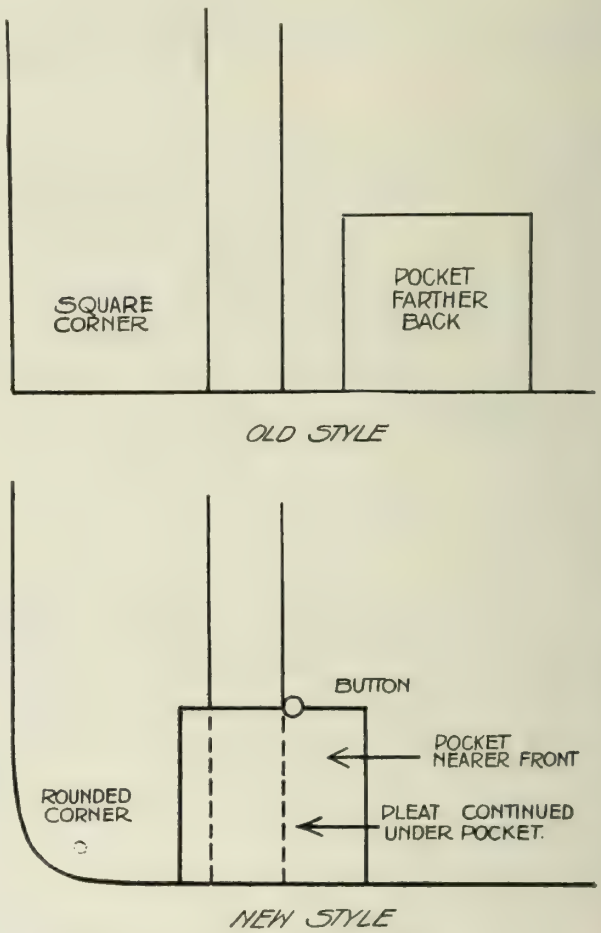
NEW NORFOLK BACK.

Instead of belt running loosely through pleats at back, new design for 1914 has stitching along both edges of belt, through pleats and between. Pleat is also stitched in vertical lines through belt. Gives back close-fitting appearance instead of former loose effect.

fairly narrow sleeve; edges single stitched; pleat single wide stitched.

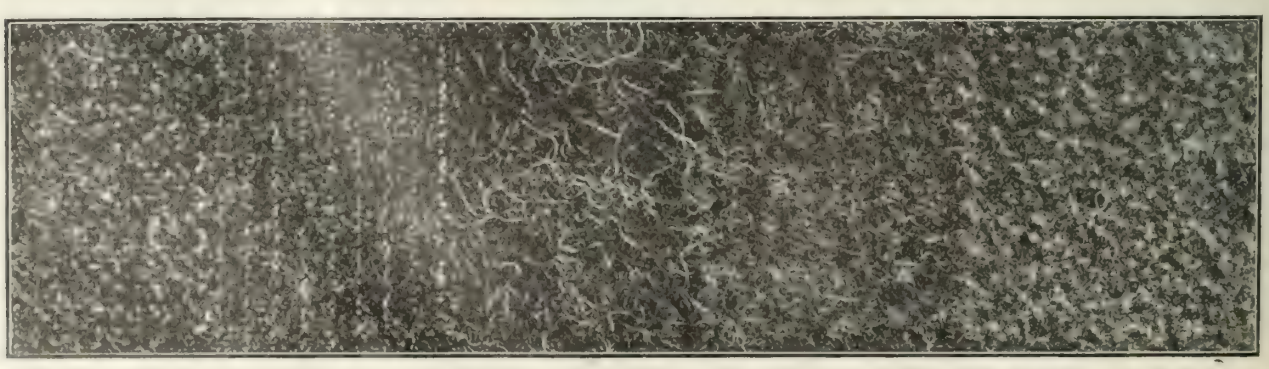
8. Young man's sacque,—2 button, long lapel, fairly straight clipped front (not rounded much); special for country trade.

Calgary, Alta.—Fire which broke out about ten minutes after midnight on Saturday did between $20,000 and $30,000 damage to the clothing store of Tommy Burns Co., Ltd., 130 Eighth Avenue west. It is not known how the fire started, but it began in the basement, where the chief damage was done. A large quantity of clothing and men's furnishings was stored here, and was completely gutted by fire, water and smoke.



NOVELTY IN NORFOLKS.

The upper drawing shows square corner with pleat coming to bottom of coat, and pocket farther back. Lower one shows new design for 1914; pleat running through pocket, which is kept closed by button, and now, uninfluenced by straight lines of pleat, corner is rounded.



Overcoatings and Winter suitings as shown by McAlpine & Richardson, Toronto. Chinchillas and rough friezes are amongst the most popular.

McTavish takes advantage of National Advertising Campaign to make Quicker Sales.

Read About It—It's Worth While

Mr. McTavish and Mr. Simpson both laid in a stock of **"Ceetee Underclothing"** last year.

"Ceetee" Underclothing, as you know, is a nationally advertised, and McTavish, being a pretty shrewd business man, reasoned that if he made a good

Window Display

while **"Ceetee" Underclothing** was being so widely advertised it would link up his store with the advertising and so make quicker and larger sales.

Because, although our advertising does bring in many people to your stores, some others are very diffident about coming in and asking, if they are **not sure** you have what they want.

But when they see the goods in the window, they are not only reminded, but the final persuading touch is added to buy.

Needless to say, this wise reasoning of McTavish's was rewarded with quicker sales, and a better general business.

Simpson also had the "GOODS," but very few knew it—so his sales were lower and he lost much of the value of the thousands of dollars that were spent, would give him.

"CEETEE"
Underclothing

IS THE BEST IN THE COUNTRY, and every year we are making more people realize this fact.

The "GOODS" themselves are our best advertisement—that's why results are so good from "WINDOW DISPLAYS."

For instance, a display of any one of our **"Ceetee" Underclothing (especially our new Quaker Grey)** will actually make the sale before the customer enters your store.

We are helping you all we can. Our extensive advertising campaign covers the whole of Canada.

After that we must rely on your business sense to realize the very great value to you of a Window Display, made when the name "CEETEE" is before everybody's eyes and in everybody's mind.

That time is

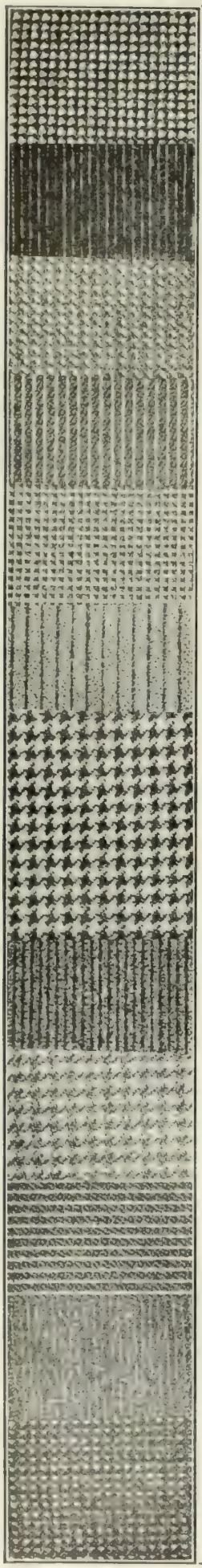
NOW

With every shipment of "Ceetee" Underclothing, we send you attractive literature and cards with which to dress your window and store. Now, this material costs us a lot of money, and we send it to you solely to help you make sales. Because of this we want you to use it.

If you have not received literature or have lost it, let us know, and we will replace it at once.

The C. Turnbull Co. of Galt, Limited
GALT, ONTARIO

Manufacturers of Turnbull's High Class Ribbed Underclothing for ladies and children, Turnbull's M Bands for infants, and "CEETEE" Shaker Knit Sweater Coats.



SHOWN BY NISBET & AULD FOR SPRING, 1914.

1. A popular design in black and white worsted.
2. Black with white hair line stripe. Shown also in grey and white. Promises, with No. 11 below, and with slightly wider striped designs, to be one of best sellers for Spring.
3. Shepherd's check in greys instead of usual black and white. Made up in many colors.
4. Black and white
5. Small neat effect in range of greys which is taking well. Slight change from absolutely plain.
6. Grey, with black stripe.
7. Shepherd's check. It is many years since it has been in such demand.
8. Black and white design.
9. Shepherd's check.
10. Black with prominent white stripe.
11. Grey with hair line stripe.
12. Black with white speck. Undoubtedly a feature for the coming season in men's, as in women's fabrics.

Worsteds Will Be Stronger

A Heavy Demand is Predicted—Blues Have Been Selling in Unprecedented Volume — Prices of Suitings May Go Higher.

Written for The Review by member of a large wholesale firm.

WHILE TWEEDS are selling, and undoubtedly will sell, there seems to be a feeling that worsteds and cheviot-finished worsteds will be very much stronger in demand than tweeds.

This much must be said in favor of tweeds: In the face of present sales and a general demand for small checks, there is no doubt that tweeds will have a very good run, as small checks show up nicely in tweeds and make very effective suits.

Black with a white speck is undoubtedly the feature for the Spring of 1914 in men's (as well as in women's) fabrics . Outside of these, grey effects will be very popular. Fine hairline stripes and small gun clubs are proving very popular. The whole tendency is to small, almost delicate patterns. A shepherd's check in greys, instead of the usual black and white, also will be one of the leaders.

While greys and black-and-whites are undoubtedly the strong colors for next Spring, there always was and is a certain amount of browns called for, no matter what is in vogue.

The demand for trousering has shown a marked increase, due to the growing sale of blacks and blues.

Continued on page 69.

—Regina Leader.

Borders and Border Ends Are Very Strong

This Fashion in Ties is Popular—Will Velvets Last Long?—Some Retailers Are Refusing to Use Them—Brocaded Plush Now Used in High Price Lines.

"NOTHING to it but borders and border ends."

Stronger and stronger runs this fashion in ties, and the retailer echoes this cry of the manufacturer for Fall and Winter and the Spring of 1914.

Nearly all wide-open ends, as to plain silks, derby style, there are a few of the Old Guard still loyal; and a few of the "young 'uns" conservative enough to stick in spite of the more picturesque fashion that stares them in the face.

The reason for the popularity of borders, whether in the middle of the tie, or running past the end into space, so far as the retailer is concerned has been already referred to by The Review: they are the finest things in display that have ever been offered in the window of a men's furnishings store. And, the same reason that makes them good displays, make them good sellers. They sell on their looks, for their face value.

Chats with manufacturers and retailers recently have revealed an astonishing condition. Sentiment in ties! It's there, raising an angry head at Velvet, that bulky, thick-skinned invader of the aristocracy of silks. There are retailers in Canada, piles of them, who haven't a velvet tie in the place: won't have them. There are tie manufacturers in Canada who spurn it from their factory in disdain: this upstart!

"A fad originated by Americans to use their old stocks of velvets," came with withering sarcasm from one maker of ties in conversation with The Review. "Mark my word, velvet ties will have seen their finish at Christmas."

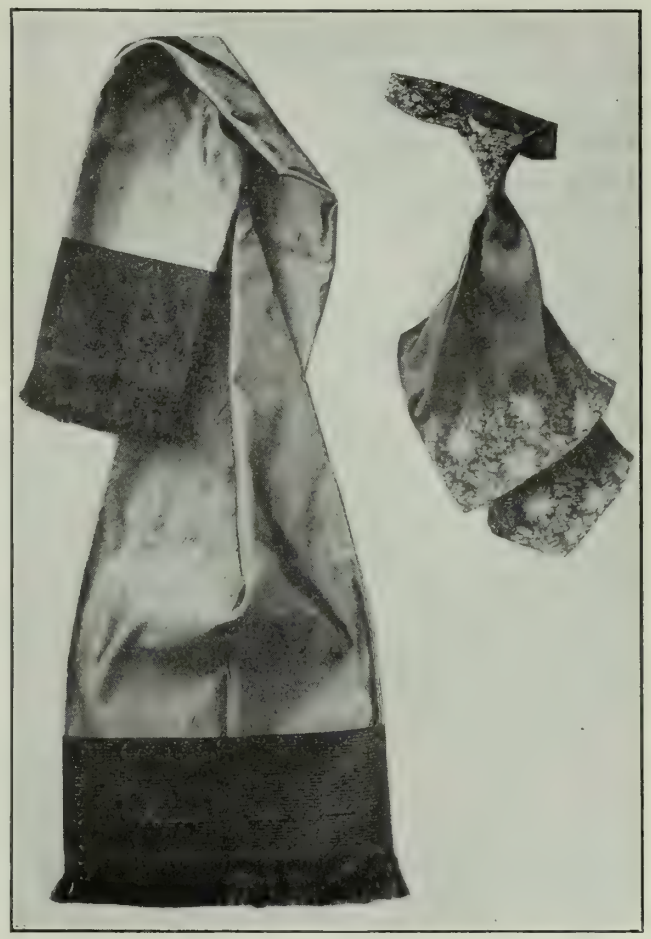
Another manufacturer said he "might" try some for Spring, or keep "a few" in stock to satisfy a "few customers."

A retailer shrugged his shoulders. "Yes, I suppose they are going, but you'll find they will never be a 'fine' line. They started in too cheap with velvets, a 50-cent. opening, and you can never persuade the dollar and two-dollar tie wearers that velvets are anything else than cheap goods."

But for all this a brisk trade goes on: and many firms are featuring them day after day, and calling on Paris and London and New York for novelties running into the dollars. Many are laying in a stock of velvet novelties in expectation of a good Christmas demand.

The activity in velvets probably is the reason for a new arrival: brocaded plush. These naturally come high, in the neighborhood of five dollars apiece or more retail, and are made up in various colors for the body, with black brocade as the over-pattern.

Advance hints of Spring indicate that crepes will be more popular and that all kinds of printed goods will come to their own—or a fair part of it—again.



On the left is a rich looking reefer of two-colored velour, with large nattee border, and fringe of same color (black), 1½ inch wide. This is made same on both sides to reverse. Ties are made of same goods, minus the fringe.

On the right is a tie with a Persian effect in the knot, velour body and Persian border.

—Courtesy of Sword Neckwear Co., Ltd., Toronto.

Worsteds Will Be Stronger

Continued from page 68.

The sale of blues, it may be said, is the heaviest in years; in fact, it is phenomenal, and the like has never been witnessed in this color before.

While prices of suitings are high, there is every indication that they will be still higher; at least there is no sign of the slightest drop in prices in the next twelve months.

Delieveries at the present time are very bad.

Two Styles of Lay-Outs for Men's Wear Ads.

Comment on advertisements of two Canadian dealers — Both styles are good, but the execution is not perfect in either—Good points, and faulty.

TWO advertisements are presented which bear a striking contrast, representing two opposite typographical styles. Both have merit and both have faults. The ideal form of advertisement is somewhere between the two and, by considering the two advertisements in detail, it may be possible to arrive at a fairly accurate idea of what that ideal form is.

Take first that of the Hub Clothing Co. This advertisement was 22 inches by 16, occupying a full page in the Moose Jaw Times. It is on many counts an excellent advertisement, perhaps the most commendable feature being the type in which it is set—an open light face type. Where emphasis is required, a change is made to italics, often in caps. The headings are set in a corresponding series and, although light, show up well.

Another good feature is the uniformity which is carefully observed throughout. The panels balance neatly and the headings are set to preserve the balance. The illustration is a good one, well drawn and lacking the blackness which so often characterizes newspaper illustrations.

The chief fault to be found is that there are too many panels. The matter is too broken up. It would have been much better if some of the panels had been eliminated both from the standpoint of appearance and from the standpoint of results. The average person is not likely to read from panel to panel. It is not intended to say that panels are not good practice. On the contrary, when it is desired to feature any particular statement or article, the use of a panel serves the purpose. But in this instance, everything is paneled except the opening introduction and thus nothing gets prominence. The presence of so many rules in the panels, particularly around the firm name at the bottom detracts still further from the appearance of the advertisement.

An improvement could also have been effected by the substitution of a heading containing a sales talk, such, for instance, as "Good Taste the Keynote of Our Clothing"—a heading which appears lower down in the advertisement.

The advertisement of Wesley McKnight, which appeared in a Cobalt paper, was 10 inches by 6½. It represents the opposite to that of the Hub Clothing Co., in style, being set solid, without panels of any kind. This form of advertisement is highly effective but it must be confessed that the typographical in this instance has left something to be desired. The matter is set, in the first place, in type too large and black. This not only makes it difficult to read but results in the space being so crowded that there is no room for an adequate margin or for proper space around the subheads to make them stand out prominently.

If the matter had been set in the same type as was used in the other advertisements, it would have been possible to leave three times the margin and to make the subheads stand out.

Another disadvantage of the style of type used is that it is the same as is employed for prices with the result that the prices fail to "stand out" with the necessary degree of prominence. If the lighter face had been used and the prices left as they are, the result would have been the most efficient possible form of quoting prices.

The heading is also rather awkwardly arranged. A lighter letter in the same size would have been

The Hub Clothing Company
MOOSE JAW'S MEN'S STORE
It is now six years since we started business in Moose Jaw. So successful was our business that a short time ago we added 2500 square feet to the store, giving us a total floor space of 7,500 square feet. We were not content with this however, but determining to have the largest and finest men's store west of Montreal, we decided to put in the most modern fixtures that could be procured. With a modern store, the best in Men's Wear and courteous and experienced clerks we "are after" a larger turnover than ever this Fall and Winter
Good Taste the Keynote in Fall Clothing for Men
Many Men in Buying Clothes are Creatures of Habit
L. System Clothing
The New Hats
THE FLORSHEIM SHOE
FOR THE MAN WHO CARES
Boots and Shoes
Men's Neckwear
Men's Shirts
Men's Gloves
Men's Sweater Coats
Men's Underwear
Working Shirts
Overalls
THE HUB CLOTHING COMPANY
MAIN STREET ENTRANCE
RIVER STREET ENTRANCE

more effective for this purpose. The heading would appear to better advantage if arranged in two lines in step form, thus:

A Grand Array of Men's
Seasonable Furnishings.

The copy was well written and the "intention" shown in the lay-out was of the best. If the idea had been carried out well, this advertisement would have been an extremely effective one.

A GRAND ARRAY OF MEN'S NIFTY SEASONABLE FURNISHINGS

McKnight the Men's furnisher, always up to the minute with nifty things in wearables for men, offers here some suggestions for the men who like to dress well and at the same time perform the purchases as economically as possible. All these lines are new and seasonable while the prices are set to promote quick selling.

MEN'S UNDERWEAR

Stanfield's pure wool underwear, fall and winter weights. All sizes. This is the durable line and is guaranteed to give satisfactory wear.

Green label per garment $1.15 | Blue label per garment $1.50
Red " " " $1.25 | Black " " " $2.00

SWEATER COATS

Heavy all wool, sweater coats in a variety of colors and sizes. This stock includes the Penman and Monarch Knit brands. Both are reliable and will give excellent wearing service. Prices range from $2.00 to $9.50

CLOTHING

We are selling agents for Semi Ready clothing---the clothing sold on a reputation and backed with a guarantee to give satisfactory wearing service. Semi-Ready isn't a new line. Its been on the market for many seasons. We can satisfy you. New fall stock carries many beautiful Tweeds and Worsteds. Prices of clothing in stock range from $15.00 to $25.00

Perfection Brand Clothing, a moderate priced line. All sizes. $7.00 to $18.00
Boys knickers, bloomer style, in Tweeds, Worsteds, Serges, and Corduroy. 90c to $2.00

Wesley McKnight

NEW LISKEARD at the end of car line ONT.

As stated before, the most effective form of advertisement would be somewhere between the two styles shown. With a large half or full-page ad., it is generally advisable to avoid the appearance of sameness by breaking in with a few panels, an additional reason being that there are generally some special lines which it is desired to feature prominently. In smaller space, the solid set style is to be preferred.

The Schoolboys' Scamper

Continued from page 59.

The kindergartners brought out varieties that the mothers said were "simply dear." The blue rompers have been mentioned. Then there was a bright lad in an "Oliver Twist" suit, made specially for the occasion, of red blouse and blue pants, with white collar and cuffs, black belt, blue tie, black stockings, and green velour cap with a saucy feather cockade. Russian suits were there aplenty, in tweeds, serges, Panama cloths and velvets, and sailor suits and deck suits.

"THE "TEDDY BEAR."

One of the "specials" were the "Teddy Bear" suits, knitted in one piece, with tam to match. In the cloths, greys were most numerous, with a number of browns and blues. Herringbone tweed and Chinchillas, in greys and blues and one in red, were used in the overcoating, with reefers, and a novelty, the "Canadian Naval" overcoat, a blue beaver, with gold "G.R." (King George) buttons, and bands on the shoulders.

Among the grown-ups, evening dress was shown, with rounded bow collar; and an opera slip-on "overcoat," of unfinished worsted, lined with black taffeta, and 52 inches long. The sacque coats were 2 and 3 buttons, chiefly the latter, and one novelty: a soft, unfinished worsted, of dark Oxford shade, 2-buttons, with a narrow braid binding down the edges of the coat in front, but not in the rear. The sleeves and pockets were also bound, and there were narrow, 1¼ inch cuffs on the sleeves. This coat fits the form, and has a vent at the back. The vest has six buttons. It is a new line and appears to be a good seller.

THE "GUARDS" OVERCOAT WITH BELT.

The Norfolk tweed coats, however, predominated, and these, perhaps, have influenced the popularity of overcoats with belts, called the "Guards" coat, as it is of a military design. These were shown in single and double-breasted, 42 inches long, with self collars. In the overcoats the darker shades were seen most and foreshadow the opinion of many manufacturers that the lighter shade goods will soon pass, and the older, more dressy, plain blacks and Oxford greys, rule again.

Chinchillas in blacks and greys appeared among the leaders also in overcoats.

Cutaway morning coat with striped grey trousers and a riding costume, were included in the model-shown goods.

COLLARS AND HATS.

In collars nearly all the most popular styles were shown, the parted double collar, the long 3-inch doubles that were a product of Spring and Summer, and bows, triangular and rounded. Velvet ties in several varieties, and bordered silks were the chief tie showings.

In hats, the stiff gave place, mostly to the soft styles, which have had such a run this Fall. Velour was a feature, and velvet bands seen on several. The bows were mainly at the back.

In the demonstrations the chief window dresser, "Curly" Apted, was Master of Ceremonies, with the heads of the men's clothing, gents' furnishings, and toy departments co-operating.

Some Practical Aids to Card Writing

The advantages of a press-clipping bureau — Illustrations and advertisements should be filed away for future reference—Artistic skill is not necessary for the illustrating of show cards.

THERE ARE hundreds of card-writers in the dry goods trade who continue to turn out plain lettered cards, without any attempt at illustration or ornamentation, seldom varying their style. The reason in almost all cases is the same. They believe that it requires skill as an artist to do this class of work and fear their own limitations. Rather than attempt more ambitious work, which they believe is beyond them, they go on with plain lettered cards and never attempt to get out of the rut.

This fear should be banished at once. There are plenty of first-class card-writers to-day, turning out finished work replete with illustrations who do not possess artistic skill in the smallest degree. Illustrations can be "worked up" neatly and effectively with little trouble on the part of the card-writer.

Illustrations on cards are generally secured by clipping suitable drawings from advertisements, magazines or trade papers. By clipping the sketch closely and pasting it on the paper in the position desired, it gives the effect of having been actually drawn in by the card-writer, this effect being improved by the fact that the card is generally some distance from the observer and, in addition, is seen through glass. Some card-writers attempt elaborate effects of this nature, using colored illustrations from magazines or clipping half-tone figures.

If it is desired to completely remove all suspicion of a drawing having been pasted on a card, it can be run partly over the drawing or the lettering can be started on the sketch. In this way it will look to the observer like a complete drawing, and no suspicion will attach that part of the card has been merely appropriated.

One of the best card-writers in Canada makes use of magazine cover drawings on practically all his cards. His work, as a result, is distinctly artistic.

On the same basis the card man can work silhouettes into his cards. Illustrations can be worked up in this way. Clip an illustration suitable for the card in hand. Lay carbon paper between the illustration and the card and then trace the outline with lead pencil. The whole figure can then be inked in on the card in black ink. In this way, the drawing is right on the card, and for that reason this method is the best. Some card-writers take the illustration and ink it in, turning it into silhouette. They then clip it out and paste it on the card. This method is quicker, as the operation of tracing is eliminated, but it is not as neat as the others.

KEEP CLIPPING BUREAU.

All that the card-writer has to do to turn out attractive work is to supply himself with suitable illustrations for all manner of cards. For that purpose, he should constitute himself a press-clipping bureau. Watch trade papers, magazines and newspapers and clip everything that might come in handy some time. Clip illustrations of well tailored figures, golfers, tennis players, automobiles, aeroplanes and so on. File them away in envelopes and have them so classified that it is possible to get the desired illustration at a moment's notice. Thus, have one envelope devoted to "transportation," another to "sports," and so on.

To digress, it may be mentioned that a clipping bureau of this kind would be of inestimable value to the advertising man. A few dollars spent in zinc cuts will go a long way toward making the advertising of a firm doubly attractive. When twenty dollars, say, is being paid for space, why not add a couple of dollars to the outlay when doing so would possibly double the results? Most advertising men admit the value of illustrations, even those of a purely pictorial nature, and are generally willing to use them.

The reason why they don't is that they have not suitable illustrations when the time comes.

Right there is where the press-clipping bureau would solve the difficulty. If clippings were kept from magazines and trade papers, the ad.-man would always have a splendid variety of illustrations from which to draw. He could get something to

Design used on all cards in Robert Simpson Co. store previous to Thanksgiving.

suit any ad. and could have the cut made the exact size required at a very small outlay.

One of the advantages of this system would be that the best of illustrations could be chosen. A stilted drawing, crudely executed, does not add one ounce to the "punch" of an advertisement. Where extensive clippings were kept, it would always be possible to get a drawing, finely executed, to suit the copy.

Now that the theme of a clipping bureau has been broached, some further advantages of the scheme might be noted. The card-writer and the ad.-man should not use the clipping bureau for illustrations only. It could be used for the collection of information relating to all manner of lines—information which could be used in preparing selling talks for advertisements and cards. Bear this in mind: The men who write the advertisements in magazines and trade papers are specialists in advertising and in the lines advertised. Before preparing copy of a certain line, they go right down to the roots of the proposition and get the important points. As it is presented, the ad. tells in the most effective way the vital truths about that line.

Such information should not be wasted. The press clipping bureau should be extended to contain copies of advertisements. They could be classified under more numerous headings than the illustrations; such as "neckwear," "hats," "clothing" and so on.

See the beauties of the plan? Before writing an ad. on a certain article, the ad.-man digs down into his clippings. He gets the benefit of the "digging" that experts had made into that proposition and, by adapting the information thus obtained to suit local needs, he is in a position to turn out copy close to 100 per cent. efficient.

With the card-writer, the advantage is equally great. His success depends upon his ability to condense a proposition into about half a dozen words and still tell what there is to tell. He will find clippings of advertisements invaluable to him in finding ideas and phrases for cards.

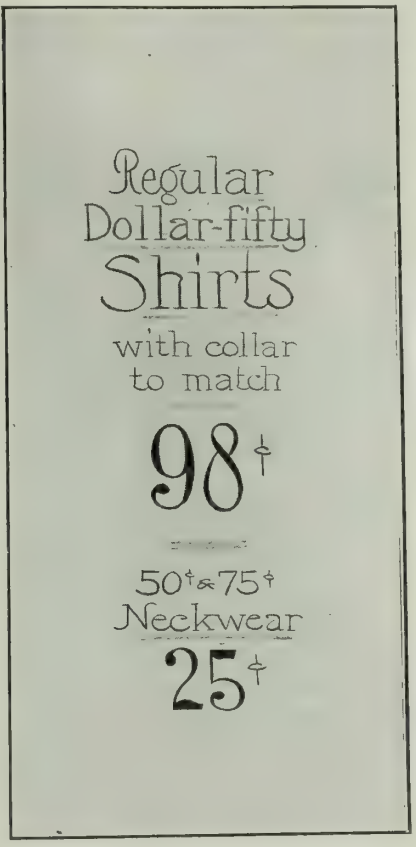
INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates.

Neat Show Cards



These show cards were taken from those used in the windows of W. F. Boughner's "Shop for Men," of London, Ont. The card for shirts and ties was a portion of a display used among an end-of-the-Summer sale. The card itself illustrates an effective absence of decoration and a fine stroke letter. While the selling price in both cases is prominent, it does not show too strong a contrast with the "original" price, nor the goods it marks. On top and bottom of the other cut are small pointed cards which Mr. Boughner sticks in the bands of his window hats, like a conductor's guide card. These are on a neat, grey mat. and an air brush is used to give relief to the white lettering.

In a recent window of Fall hats, hard and soft, an unusually varied and smart display, these cards were attached to every hat, and secured what might be called a "newsy" effect; information right on tap. The card between these hat tags was of red based with white lettering, also shown in a late Summer window.

A Message From the President

AT the recent convention of the Canadian Window Trimmers' Association, the fact was most clearly demonstrated that, to make the association doubly useful and successful, it would be necessary to sustain the interest of the members throughout the year. It was recognized that the members must give their active co-operation all the year around and not at the conventions only.

As president of the Association I am appealing to the members and to all window trimmers who do not belong, to give us their support. Secretary Thompson is starting an energetic campaign and can be depended upon to keep the work of organization going at so active a pace that the next convention will see the membership multiplied several times over. The other officers are capable, enthusiastic and resolute. Nevertheless, the officers cannot do everything. If the Association is to grow to the size that the importance of display work warrants, then each member must do his share of the work. Individual effort is what we need. If every member would go personally to the other display men in his town who do not belong, and win them over, then the work of organizing the window trimmers of Canada would be completed before next convention time rolls around.

This applies to YOU. There are several window trimmers in your town who would join the association if they were urged to do so. YOU are the one responsible for their membership. Go to see them without a day's delay and talk it over with them. Show them the advantages to be gained and they will be only too glad to throw in their lot with the association.

If each member would get one other to join, a great deal would have been accomplished. If each member would see to it that his district is thoroughly organized, then the association would be lifted almost at one step to the pre-eminent position it deserves. And what is more, this is not by any means an impossible feat. It should be possible for each member to get every eligible man in his own town pledged to the association.

To help sustain interest between the present and the convention next August, the officers have mapped out an ambitious programme. Circular letters will be sent out to all members at regular intervals. As far as possible correspondence will be carried on by the officers with individual members. A Christmas window contest will be held, details of which are announced elsewhere.

There is another point that I desire to make at this time. The individual member should help to sustain the interest by corresponding with the various officers and with The Dry Goods Review, our official organ. If you have any news to give or any suggestions to make, write to us about it. Write anyway, and this proof of the steady interest you take in the affairs of the association will serve as a great encouragement to the officers. We would like to hear from every member between now and the end of the year.

Yours Fraternally,
J. A. MACNAB,
President, C.W.T.A.

Managing the Working End of the Business

The importance of a proper system for handling "busheling" end—A system for checking up all work done to insure the satisfactory carrying out of instructions — Getting work out on specified time.

IN THE course of a series of articles on "Controlling the Busheling Expense," George D. Briggs writes in Men's Wear (New York) as follows:

The salesman and the fitter, when their vital functions are rightly performed, and when there exists proper co-operation between the two, almost reach the goal of success in the "Controlling the Bushelling Expense" game, but actual victory is only possible by the aid of right busheling room management. The salesman and the fitter, unaided by this third highly important factor, can no more achieve victory than a baseball team, be their defense ever so perfect, can win the game without getting a base runner safely to the home plate.

The base ball pitcher may be so effective, and the support of the team behind him so perfect, that not a single opposing batter is able to reach first base, but that will not win the game. To win the game at least one base runner must be sent across the home plate, and before this can occur he must first get safely on base, and as there are but two ways of doing this, either by securing a free pass or hitting the ball safely, when the opposing pitcher refuses to issue any free passes, then, if a team would win, it must not only maintain a perfect defense, but it must also, by hitting the ball safely, bat out a victory.

Likewise the clothing merchant who would control his busheling expense must have busheling management which, after the salesman and the fitter have, by dominating the customer, maintained a defense so perfect that not a single negative notion of the customer is able to even reach first base, will, by correctly marking alterations and completing them on time, bat out the victory.

The salesman may be one hundred per cent. efficient, he may win the customer's confidence completely, and may be perfectly backed up by the ablest fitter who ever handled the chalk, but if the busheling room management fails either to make the alterations, to make them properly, or to complete them on time, then all the efforts of salesman and fitter will go for naught. Of what avail is it for salesman and fitter to win the customer's confidence if, as frequently happens, the busheling room management fails either to make the alteration or to make it properly, or to complete it on time?

The customer looks to the salesman and the fitter for a fulfillment of all promises made, and when an alteration which was promised is not made properly, or when not completed on time, the customer believes the salesman and fitter to be responsible, and, no matter how completely his confidence may have been won by them. it is as utterly lost as it was completely won.

Yes! While the salesman and fitter, by winning the customer's confidence, may maintain a perfect defense in the "Controlling the Busheling Expense" game, yet they cannot, unaided, reach the goal of success. It is the busheling room management, which, by making the alterations, making them properly and completing them on time, must bat out the victory.

For the busheling room management to fail at any time to do either of these three supremely important things is as inglorious and as fatal as for the pinch hitter of a ball team to strike out in the last half of the ninth inning with the bases full and two men out, when one run is needed to tie the score and two runs to win the game.

Do you realize, Mr. Clothing Merchant, what it means for your busheling room management to fail

COAT JOB NO 30160

LOT 27324 SIZE 42

TIME PROMISED Will call Tuesday Sept 23 11 AM NUMBER OF HOURS 8

		MISCELLANEOUS INSTRUCTION
EASE ARM SCYE		
HAIR CLOTH IN FRONT		
LENGTHEN SLEEVES		Extra inside Breast Pocket
LET OUT SIDES		
LET OUT SKIRT		Lengthen rear 1 inch
LOWER COLLAR		
MOVE BUTTONS		
PAD SHOULDERS		
RAISE AND SHORTEN COLLAR	X	
RAISE COLLAR		
SHIFT SHOULDERS		
SHORTEN BACK		
SHORTEN COLLAR		
SHORTEN SKIRT	X	
SHORTEN SLEEVES	X	
SHRINK COLLAR		
TAKE IN BACK		
TAKE IN SHOULDERS		
TAKE IN SIDES		
PRESS		

SALESMAN Jones BUSHELMAN No 75

MARKER Roach INSPECTOR Gallagher

Figure 1.

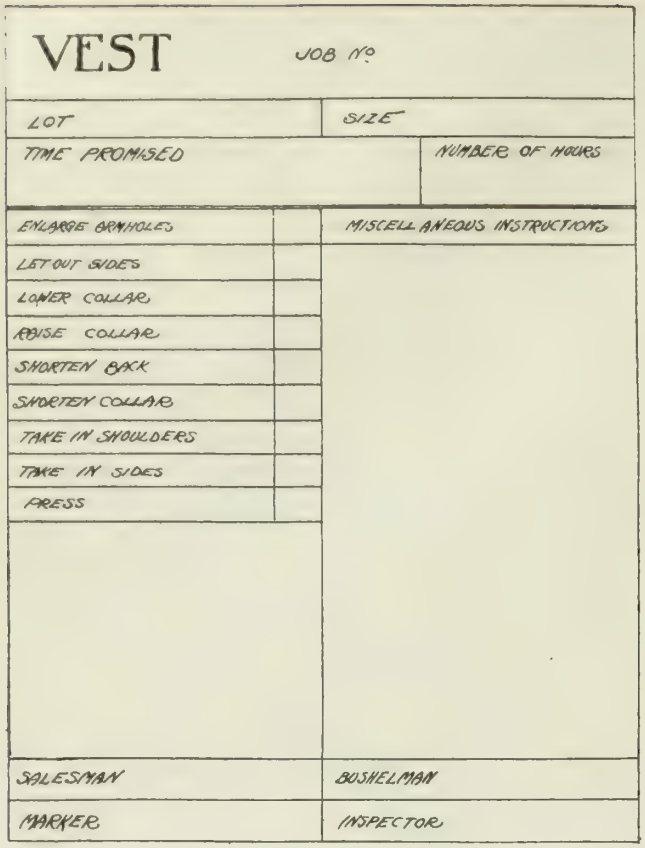


Figure 2.

to make the alterations promised? Put yourself in the customer's place, and imagine his feelings, when, upon receiving his clothes, he finds that the collar, which was to have been raised and shortened, has not been touched, that the trousers are still an inch too long or that the vest was not taken in at the sides. Words fail to adequately describe a customer's feelings under such circumstances. He is thoroughly disappointed and completely disgusted. The confidence in salesman and fitter, which was implicit, is entirely shattered, and he distrusts everything they say or do. This direful result Mr. Clothing Merchant, is the consequences of a busheling room management failing to make the alterations.

Then again it may make the alterations, but if they are not properly made, if the garments are crudely or carelessly put together, or if the sewing is not neatly done the customer's feeling will be just as intense, and the results will be just as dire as when the alterations are not made at all, while failure to complete alterations at the appointed time, is unpardonable, and, if possible, even more disastrous in its effect upon the customer than either of the other two offences, both of which are most grievous.

There is in New York City, only a stone's throw from that famous hostelry, the Waldorf-Astoria, a dressmaking establishment, maintained by a lady who has built up a large business and has achieved an enviable success and reputation as a modiste. When asked to name the factor responsible for her great success, this lady, without an instant's hesitation, replied that her success was due to the fact that she had never failed to keep an appointment with a customer.

When a lady is promised a dress for a certain time she is never disappointed, because so great is the importance attached to keeping her appointments that the proprietress of this establishment will move heaven and earth to have the garment finished at the appointed time, in one instance having herself arisen from a serious illness to personally superintend and push the work on a garment, in order to guard against the possibility of the garment not being finished on time.

It is of the utmost importance for ladies to have their gowns on time, and it is not one whit less important to men that the clothes promised them at a certain time be ready at the appointed time. When a man says he wishes to call at the store Wednesday at 1 p.m. for his suit, and the salesman promises to have it ready at that time, just imagine his disappointment and disgust when, after having given up valuable time to come for it, upon arriving at the store at the appointed time he is informed "that it will not be ready for two hours longer."

The chances are that this customer has not even a half hour to spare. He may be leaving town within the hour. He may have other engagements, making it impossible either to wait for it or come back

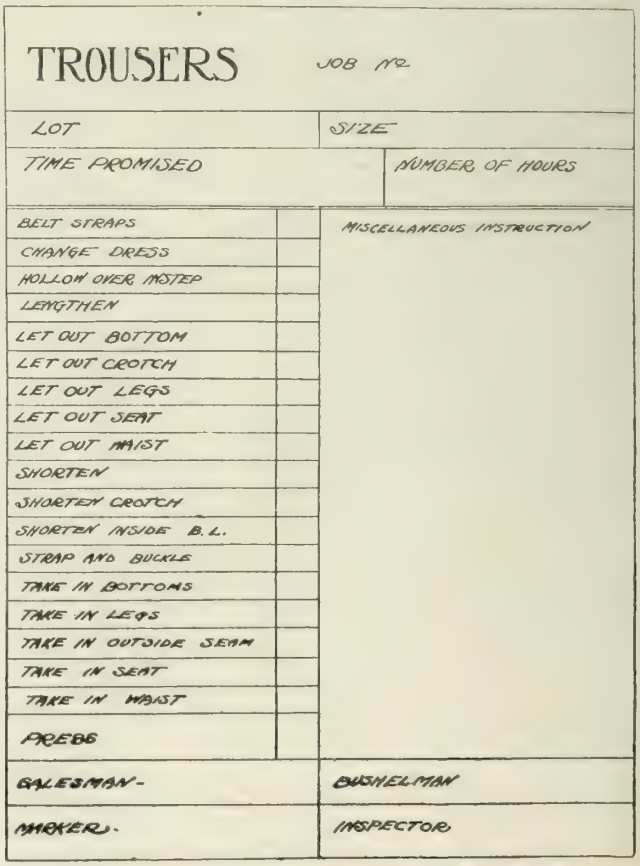


Figure 3.

BUSHELING SHEET Tuesday Sept 23 1913

NO	JOB No.	CUSTOMERS NAME	TIME WANTED	TIME FINISHED	No HOURS	PUT IN HANDS	SALESMAN	MARKER	BUSHELMAN	INSPECTOR
1	30160	J.H. Brown	11. AM	10 30 AM	8	Monday 1 PM	Jones	Roach	No 75	Gallagher
2										
3										

Figure 5.

again that day, and conditions possibly are such that he will not again have an opportunity to call for several days.

He may have an important engagement at 2 p.m. which requires being attired in a fresh suit, and he may have depended upon this suit, which was promised for 1 p.m. In fact, a score of things may be the case, which will cause the failure to have the suit ready at the appointed hour to entail no end of inconvenience and loss to the unfortunate customer, a victim of busheling room mismanagement, that, by failing to finish alterations on time, commits an offence as unpardonable as it is disastrous.

The clothes you sell may be the acme of perfection in cut and fit, and your salesman and fitters may be of the first water, but, Mr. Men's Apparel Merchant, if your busheling room management fails to make the alterations, if it fails to make them properly, or if it fails to make them on time, your alteration expense will be ruinously high, because failure to do any of these three things will positively result in so breaking down the customer's confidence in both salesman and fitter that they will be completely shorn of all power to dominate him, and, instead of salesman and fitter dominating the customer, it will be the customer who dominates. The flood gates of all his notions, foolish or otherwise, will be lifted, allowing them to pour forth in a swirling stream, upon the bosom of which salesman and fitter will be tossed about and borne along, as helpless as a cork upon the billows.

Garments will be returned for realterations, two, three, four, and in some instances as many as six times or more. Alterations that are not only unnecessary but that are actually destructive will be demanded, and under these conditions, if the sale is to be effected, they will have to be made.

Such is the penalty that must be paid for the failure of the busheling room management to properly perform its function. So long as the busheling room management fails to perform a single one of these three essential parts of its function, namely, to make the alteration, to make it properly, and to finish it on time, just so long will the busheling expense continue to attain disastrous proportions, and you can no more control and reduce this expense while the busheling room management fails to perform a single part of its threefold function, than you can bring the temperature of a room on a zero day to a comfortable point, say, seventy degrees Fahrenheit, with the windows and doors all wide open.

Therefore, if the busheling expense is to be controlled, a busheling room management must be maintained which unfailingly does the three following things:—

First, makes the alteration; second, makes it properly; third, finishes it on time.

A busheling room management, in order to establish a system adequate to ensure the unfailing performance of this threefold function must positively know the following eight things:—

First. The shop's capacity per day in hours.

Second. The number of hours promised for each day.

Third. The number of hours on each job.

Fourth. The hour each job is put in hand.

Fifth. The hour each job must be finished.

Sixth. The bushelman doing the work on any given job.

Seventh. The work in detail of each job.

Eight. The inspector who O.K.'s the work.

By the aid of this knowledge the following system may be devised, which is wholly adequate to insure the unfailing performance of the busheling room management's threefold function. The first elements of this system to be taken up are the busheling tickets, which are shown, in the accompanying illustrations, the coat ticket (Fig. 1) the vest ticket, (Fig. 2.) and the trouser ticket (Fig. 3). In addition to the three busheling tickets, one for each coat, vest and trouser, there must be the fourth ticket, shown in the illustration (Fig. 4.)

All these tickets must be completely filled out by the salesman, excepting the spaces for indicating the bushelman, the inspector, and the job number. Those, of course, will be filled out in the busheling room.

When the sale is checked up at the wrapping counter the packer must record the number of hours

required for each job upon the sheets provided for the purpose, and he must total these sheets with every job.

There must be a separate sheet for each day's work. For instance, a transaction is checked, the busheling ticket of which indicates eight hours' work promised for Tuesday, August 24. This will be entered upon the sheet for that day and date. The busheling ticket of the next transaction will indicate five hours for Wednesday, August 27. This will be entered upon Wednesday's sheet, etc. Presently the wrapper, upon totaling Tuesday's sheet, finds that five hundred hours, the number at which he is instructed to close Tuesday's work, have been entered.

Immediately word is sent to the fitter, who at once hangs out in the fitting department this sign, "Alterations for Tuesday closed."

Five hours later the wrapper, who has totaled Wednesday's sheet with every transaction entered, finds that the number of hours at which he is instructed to close that day's work have been promised, and he again immediately sends word to the fitter, who at once takes down the Tuesday sign and replaces with one which reads, "Alterations for Wednesday closed."

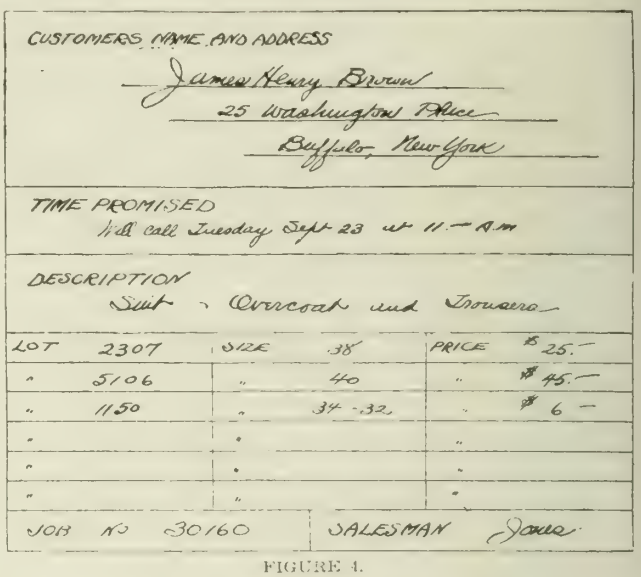
Well, you say, what about the emergency jobs? How will you take care of them? A sufficient number of hours must be kept in reserve each day to take care of all emergency jobs. For instance, the fitter knows when the closing sign for Wednesday is hung out that there are still thirty hours, or whatever number experience has proven necessary, in reserve, and when a salesman gets a customer who must have a job on Wednesday he will go to the fitter, who will promise the work.

The fitter will himself keep accurate record of all emergency work promised, in order that no chance be taken of promising more than can be done. In no case must this be done. It were better a thousand times to lose the sale than to promise more work than can be done properly and finished on time. Upon being received in the busheling room, every job is entered upon a busheling sheet like the illustration (Fig. 5).

The busheling tickets will be pinned each upon its respective garment, and must stay with the garment until the work is finished and the inspector has approved it. The ticket accompanying each transaction, and giving customer's name and address and all other information concerning the transaction, except such information as pertains to the alterations, which information is entered up on the busheling ticket, must bear the same job number as the busheling tickets of the job to which it belongs.

This ticket is to be alphabetically filled under the customer's name. After each job has been properly recorded, upon being received in the busheling room, while it awaits being put in the workman's hands, it is hung upon a rod provided for the day's work to which it belongs. For instance, if it be a job promised for Tuesday, it will be hung upon a rod designated, "Tuesday's work;" if Wednesday's work, upon the rod designated "Wednesday," etc.

As the work is hung upon these rods it should be classified according to the hour promised. If 9 a.m. is the earliest hour for which a job is promised,


CUSTOMERS NAME AND ADDRESS
James Henry Brown
25 Washington Place
Buffalo, New York

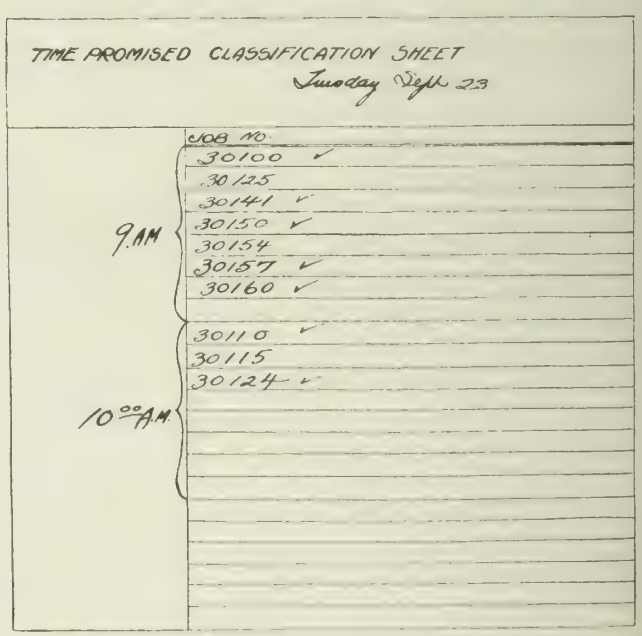
TIME PROMISED
Will call Tuesday Sept 23 at 11.— A.M

DESCRIPTION
Suit - Overcoat and Trousers

LOT	2307	SIZE	38	PRICE	$25.—
"	5106	"	40	"	$45.—
"	1150	"	34-32	"	$6 —
"		"		"	
"		"		"	
"		"		"	

JOB NO 30160 SALESMAN Jones

FIGURE 4.

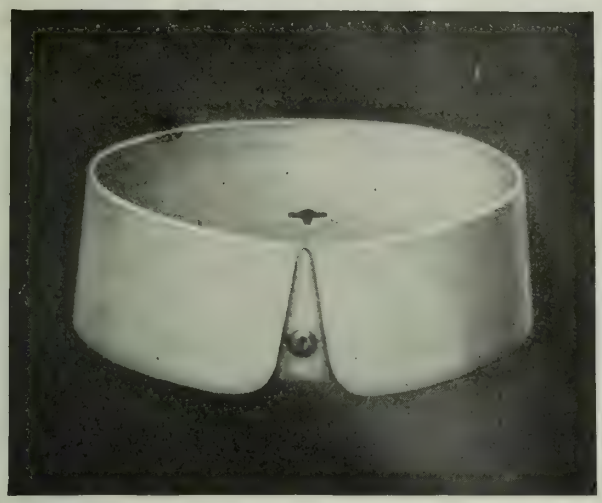

TIME PROMISED CLASSIFICATION SHEET
Tuesday Sept 23

	JOB NO.
9 AM	30100 ✓
	30125
	30141 ✓
	30150 ✓
	30154
	30157 ✓
	30160 ✓
10 00 A.M.	30110 ✓
	30115
	30124 ✓

Figure 6.

and there are, say, three jobs promised for this hour, then they should be hung together upon the end of the rod from which the work is taken; those for 10 o'clock should be put together and hung next, and so on.

After all work promised for any given day is entered upon the busheling sheet, making it complete, a second sheet, so classified that all jobs promised for the same hour shall be grouped together, should be made from the first. This sheet is shown in the illustration (Fig. 6).



CHALLENGE COLLARS

Arlington Challenge Brand Collars is a good booster of profits for your Men's Wear Department. Made in all the leading styles of real linen, covered with a waterproof preparation, challenge Collars offer your customers a great saving in laundry bills at this rainy season of the year.

Challenge Collars are made in four grades of linen coated and two grades of solid stock. Superior to any other similar priced collars on the market.

Send for samples

The Arlington Company
of Canada, Limited

54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

VANGUARD KNITTING WOOLS

TRADE MARK REGISTERED

Established 1752.

TRADE MARK REGISTERED

Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.

Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

As each job is finished it is checked off both the busheling sheet and the time-promised classification sheet. Thus, as the time-promised classification sheet is consulted each hour, any unfinished job due at that hour will be forced upon your attention. In the illustration (Fig. 6) it will be observed that job numbers 30125 and 30154, promised for 9 a.m., and job number 30115, for 10 a.m., are not checked off.

Therefore, when the sheet is consulted, at each of these hours, the unfinished jobs due at these hours will be thrust upon the attention.

When a job is finished, before being checked off, the inspector must accurately note the alteration called for by the busheling ticket and scrupulously examine the garment to positively determine not only that the alteration called for has been made, but that all work has been perfectly done.

Inspectors must be rigidly held to account for all work passed, and each bushelman will have to answer for any faulty work or oversight.

After the work is passed by the inspector, and checked off the sheets, the ticket bearing the customer's name and address and the shipping directions is taken from the file and pinned upon the transaction, while the busheling tickets are filed away under three classification requirements:

First. Salesman classification, the busheling tickets of each salesman being put together.

Second. Month classification, all Salesman Jones' tickets, for instance, for the month of September ,being put together.

Third. Numerical classification. That is, Salesman Jones, tickets for the month of September will not only be together, but the job numbers on the tickets will be numerically arranged.

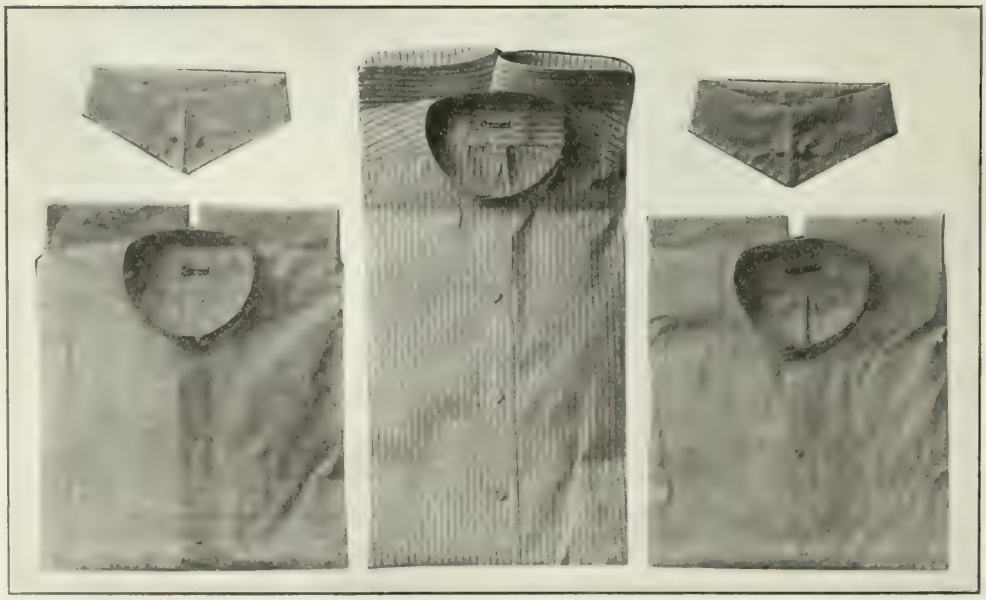
After goods are delivered the tickets bearing customer's name and address and shipping directions are classified and filed, first by month, and then under the customer's name, alphabetically, so that if a customer at any time returns a garment with a complaint concerning the alterations you have but to ascertain the customer's name and the month garment was purchased to enable you, in the twinkling of an eye, to trace the whole transaction and place your hand upon the individual or individuals responsible for the delinquency.

For instance, Mr. Henry D. Smith of Watertown, N.Y., who purchased a suit in July as he was sailing for Europe, upon his return in September comes to you with the complaint that the alteration on sleeves of coat, which were to have been shortened, was not made.

Upon going to your alphabetical files of tickets for July, you find that Mr. Henry D. Smith purchased his suit from Salesman Shaw, that the job number is 23122.

Going to your files of busheling tickets, you pull out the cabinet containing Mr. Shaw's tickets for July, and the numerical arrangement enables you in a second or two to pick out the ticket bearing the job number 23122. This busheling ticket shows that the sleeves were to have been shortened, that the alteration was marked by Fitter Roach, that Bushelman Marini did the work, or at least was given it to do, and that Inspector Gallagher passed the job as "O. K."

Not more than five minutes are required by you after hearing the complaint from Mr. Smith to place your hand upon those responsible, and being able to do so quickly and surely place responsibility will enable you to deal with such delinquencies in such a way as to prevent their recurrence.



SHIRT SAMPLES FOR SPRING, 1914.

No. 1, left to right—Showing front, cuffs and collar of colored stripe. Rest of shirt is white. Variety of this in striped shirt has trimmed effect brought out by deeper shade in bosom band, cuffs and collar.

No. 2 — Fine percale, with black stripe, stiff single cuffs, and without collar.

No. 3—Mercerized vesting, with lounge collar and double French cuffs. —Shown by Crescent Manufacturing Co.

CHESTER

MEN'S BELTS

Order Your Holiday Novelties

We are showing the largest and most attractive range of Holiday Novelties, Suspenders, Arm Bands and Garters, in new and original fancy holiday boxes---to retail from 25c and up.

HALLS LIMITED

Brockville, Ontario

SUSPENDERS

IMPERIAL MEN'S UNDER WEAR

PURE WOOL

For thirty years now this famous brand of Men's Underwear has weathered the storm of competition and has come out victorious—the best value in men's pure wool underwear on the market to day. Pure worsted wools, the most up-to-date improvements in our machinery and factory, combined with almost a third of a century's experience in specializing on Men's Underwear makes Imperial Brand by far the most profitable line for you to handle.

We are specialists in Men's Natural Wool, Men's Elastic Knit, Men's High Grade Imperial, Men's Double Thread Balbriggan.

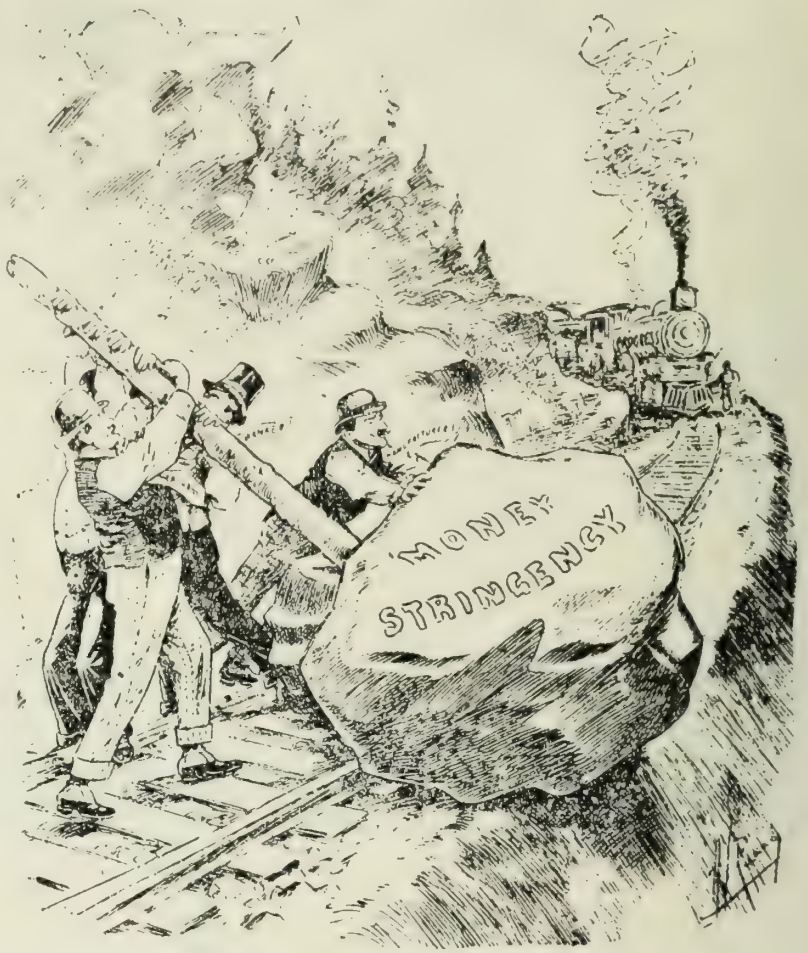
Your wholesale house can fill your orders promptly for your Fall and Winter trade.

KINGSTON HOSIERY COMPANY

KINGSTON ONTARIO

Business Has Reached Stage of Transition

Things are on the mend, but it will be some time before the financial stringency is relieved—In the meantime repeat orders are making up for comparative slimness of earlier placing.



A PROMINENT manufacturer, sizing up the business situation, gave it as his opinion that conditions had improved in the west a little but to counterbalance this, a certain reaction had manifested itself in the east.

It would seem that things are in a transition stage. With the harvesting of a record crop, the early lifting of the money stringency became an assured fact, but until the money for the wheat reaches the producer, the financial tightness will continue. Up to the present, there has been little perceptible improvement in money matters but it is only a matter of time.

A noteworthy feature of the fourteenth annual meeting of the Canadian Bankers' Association held at Winnipeg, was the optimism which prevailed among the members. The banker is always closest in touch with conditions. He handles the nation's cash and when things are bad, he learns of it first. Likewise when, after a period of financial stringency, conditions begin to show signs of improvement, the banker gets the first authentic and tangible evidences. Consequently, when unanimity is displayed among bankers on the score of future prosperity, it can safely be accepted that the indications are there to justify them; for the banker is more inclined to hint his pronouncements to reserved hopefulness rather than to tincture them with exaggered optimism.

Confidence was expressed that a great improvement would be noted in the financial situation as soon as the crop money started to come back.

With reference to the trade in clothing, business at present is reported to be brisk. Placing orders were heavy but repeats are now coming in well and the general volume of business promises to be quite satisfactory. The stringency has not yet hit the consumer very badly, it would appear. Man still has enough money to foot his clothing and haberdashery bills. Some retailers in the larger cities have complained on the score of business this year but in the smaller places, retail business has been proceeding at a normal gait.

To revert to the financial situation again, it will be of interest to quote from Financial Post, which says:

"October will be a month of some anxiety in business circles. The Post is of opinion that the crop in the West and the splendid weather which has prevailed for harvesting it, are very promising circumstances, but they are not such as to justify the hope that trade will revive and continue at the bounding gait of a year ago. A policy of great caution is quite as necessary now as it has been for the past few months.

"Business is moving along steadily, but there still exists nervousness with regard to collections. It is not the West that is wholly to blame in this respect. In the East there are large corporations which defer payments as long as possible."

Neckwear for smart dressers

Our range is brimful with style and smartness. Snappy and comely patterns, combined with best workmanship. The diversity of colours and designs makes every one a **sure seller.**

Regnis Brand Cravats

for the holiday trade is unsurpassed in assortment, in style, in real neckwear value. Your smallest or largest command will receive our prompt and careful attention.

The Fowke, Singer Co., Limited, Toronto

Manufacturers of Regnis Brand Cravats
Canadian Agents for Cheney Silk Tubulars, Knit Cravats,
Scarfs, Mufflers, Handkerchiefs, etc.

PERSISTENCY IN ADVERTISING

One stroke of a bell in a thick fog does not give any lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog or the darkest night can not long conceal its whereabouts. Likewise a single insertion of an advertisement—as compared with regular and systematic advertising—is in its effect not unlike a sound which, heard but faintly once, is lost in space and soon forgot.—*Printing Art.*

Why Not a Graded Price Scale for Ties?

Written for the Review by a Manufacturer of Ties

RETAILERS must advance their selling prices for ties, or the quality must be reduced.

I could have put the proposition in another form: manufacturers must raise prices to the retailer, or must put in inferior quality for the same priced goods

You can see the two really amount to the same thing. For the first proposition is the logical outcome of the second. I was simply extending the process beyond that in which I am interested directly.

Why do I say this? (And, remember, I am writing The Review "off my own bat.")

I have just cabled for 5,000 yards of a certain line of silk, and did so to escape most of the coming rise in the price of this material. Silks are going up. They are up now, and are going higher. The advance is likely to reach 25 per cent.

Where does the manufacturer get off at in the face of higher cost of his "raw "material?

But that is not all.

Do the retailers of Canada realize whose shoe has been pinched by the late demand of retailer and public for silk ties with flowing ends?

You see these ties at 50 cents, the same as you did the narrow, straight line derbies.

Owing to their strength for display purposes you have found them quick sellers. Your turnover in ties, in many cases, has doubled, trebled, quadrupled. That is, your profits advanced exactly in that proportion.

But consider where we have come in.

We were forced to put more goods in each tie. Those flowing ends that look so nice in your windows are not made for nothing. Every cent of extra cost in those 50-cent lines comes out of our pockets.

Once again. You will remember it was not so long ago that we made a cut in our prices. What we sold for $4.50 a dozen usually go now for $4.25.

That is, we get less for our goods and put in more stuff, and you'll find in some cases it is better stuff. We are hit in both ways.

What is the solution?—for there must be something done soon.

1. Diminish the shapes. 2. Put in poorer quality. 3. Raise the price.

We will all agree to wipe the first proposal off the slate. The present shapes and styles are satisfying the buying public more than any ties that ever were turned out. Your business in ties is greater than it has ever been. The average purchase of ties per individual is larger than ever before. None of us can afford to run athwart public taste.

Shall we lower the quality? There is too much of that being done in other lines. It's a poor business in the long run for every one who takes a try at it. Do you want to sell shoddy ties? Does the public want to buy them?

There is another point of view to this, the designers'. These men, in Europe and the United States and Canada (to use a modest order), have been turning out an infinite variety of designs to supply the wonderful demand. They know the extra money there is in this for the man who handles these goods the last time before the public fit them through their collars. Are they likely to curtail prices? They simply will not design new cards unless they are well paid for them. The manufacturer cannot get relief from the designer.

There is another point many do not realize. When we buy a certain pattern we must take all seven colors. A retailer can come in and pick out two, three, four, of these. In most cases we find ourselves with one color left of a series as the season advances, and we have to cut up that silk and sell at a loss, for "bargain" sales in retail stores. The designers bear none of the loss,—nor do the retailers.

Now what is the objection to the third mentioned, raising the price to the consumer, a policy that has had to be adopted in countless cases in other businesses? When the cost goes up, up should go the selling price. Surely!

What I suggest is this. Pay us $4.50 instead of $4.25 a dozen, and mark your ties 55 cents instead of 50 cents. That will mean 60 cents more for you and only 25 cents of this will go to us. That margin will mean all the difference to most of us between a decent, though small profit, and actually running at a loss. If it were not for our $5.50 and other higher lines, on which we can make a fair profit, we could not go on. That is an unseasonable condition of affairs.

You may say, the public will not pay 55 cents.

How do you know? Why will they not? What difference will it make to them?

The public will pay 55 cents. If you have noticed U. S. stores lately you'll see that is what has been done over there. Lots of their former 50 cents goods are now marked 55. And they have 65 cent lines, as well as 75 cents.

When you come to think of it, why is there such a gap in the prices? Fifty cents, then one dollar. Isn't that the usual jump? Comparatively few 75 cent ties are seen. Why should there not be a graded scale, as in nearly every other line?

I ask you to think this over, and I am sure The Review will be willing to give a little space to publishing some letters on this point.

STIFEL'S INDIGO CLOTH
Standard for over 75 Years

For Overalls, Uniforms, Shirts and Coats

This trade mark on the back of the goods

is your guarantee against all imitations of the Indigo Cloth that has held the confidence of garment *makers* and *wearers* for over 75 years---on its unapproachable merit.

Nothing can equal Stifel Indigo Cloth for service and satisfaction.

Insist upon Stifel's Indigo Cloth—the world's standard.

CLOTH MANUFACTURED BY
J. L. STIFEL & SONS
INDIGO DYERS and PRINTERS

SALES OFFICES

NEW YORK 260-262 Church St.	ST. LOUIS 426 Victoria Bldg.		
TORONTO 14 Manchester Bldg.	PHILADELPHIA 839 Market St.	SAN FRANCISCO Postal Telegraph Bldg.	
MONTREAL 100 Anderson St.	BOSTON 68 Chauncy St.	ST. JOSEPH 201 Saxton Bank Bldg.	ST. PAUL 242 Endicott Bldg.
BALTIMORE W. Fayette St.	CHICAGO 223 W. Jackson Blvd.	KANSAS CITY 205 De Graw Bldg.	WINNIPEG 400-02 Hammond Bldg.

Revolving Garment Racks

"The best that can be made"—Our racks have for years occupied the first place. Made with or without card holder.

Prices

No. 265 rack, without card holder, each $12.50
No 265C rack, with card holder, each $13.50

Write for our illustrated Catalogue.

CLATWORTHY & SON
161 King St. W. Toronto. Limited

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

How 1448 Ties Were Sold on One Day

Advertising Brings Record Sale to a Toronto Retailer—Window Display Helped to no Small Degree—Models Paraded Store at Certain Hours, Dressed in the Latest of "Toggery."

DID YOU ever sell 1,448 ties in one day?

Not many hands go up.

Here's one better yet. Did you ever sell 1,448 ties of one line in a single day?

What! Only one of you? Name, please.

John Brass, Toronto.

And what kind?

A line of Parisian velvets.

The kind was black, and the design below it a border of diagonal stripes;—black and blue, black and white, black and red, black and brown, black and purple, giving a shaded effect in the dark combinations. Yes, we sold 124 dozen of those ties at 50 cents a piece in the one day. It was Saturday, of course. Cash receipts on that single line, $724.

Mr. Brass, it may be remarked without the formality of putting the question to him formally, needed the money.

Don't mistake our meaning. The head of this store needed it in the same way that every other Yonge Street store in Toronto needs the money. Rents are enormous. A small store, one storey, will rent for $5,000 a year. With assessment up to $7,500 a foot at spots, $10,000, $15,000 and $18,000 a year are paid for many Yonge street stores. Some pay more.

Now do you appreciate the phrase, "need the money?" The very location demands big turnovers in stock; and to be big they must be rapid. Yonge street, as anyone who has paid a single visit to Toronto will have seen at a glance, is the main retail artery in the city. The transient business is tremendous; such a crowd passes that the city in despair at the packed street cars talks of underground roads, and forbids heavy vehicles the use of this thoroughfare downtown. The transient crowds, then, are the reason for the huge rentals, and conversely, if properly handled, are the means for paying those rentals.

Hence the methods of the Brass store. New lines of men's wear in constant succession; a novelty in ties every day if possible; a sale for two days together at most. A volley thrown at the public in the form of an "ad" that sometimes fills seven columns, and is set with heavy type; like "sounding cymbals"; such as is reproduced in this article. And, quite as important, probably, on Yonge street, a window that will stay the passing thousands, stir their interest, and draw them in to buy. A typical Brass window also is reproduced herewith, a sample of the work of Cliff Caldwell, window dresser and ad. writer for the

AMMUNITION FOR BIG TURNOVERS.

Sample of advertisement of Brass's, Yonge Street, Toronto, in which he announces his Fall opening by a display of world's latest fashions shown by walking models. He throws in five bargain selling magnets. The model feature, shown on two days, was a big success.

The tie at the upper corner is a sample of a line of diagonal velvets, in combinations of black with brown, purple, etc., of which 1,448 were sold on a single Saturday.

Brass store. It may be mentioned that the stand is on the west side, half a block below Simpson's, and a couple above King street, within a hundred yards of Eaton's.

Perhaps it is not intentional, more probably it is, but the main displays in this window (there is only one) are close to the glass, and, plainly ticketed as to quality and price.

There are three compartments in that window and each one, narrow and all as it is, is devoted to a special line. One display in the second week in October had "the latest fad in New York" in velvets, at one end, a 75-cent line of black ground, with two wide stripes below the knot, white and blue, and orange and green. In the centre were Parisian novelties, a black ground with a large colored spot as the simple design upon the black. These also were a 75-cent line. At the right was a 50-cent lot of velvets in two colors.

A special occasion drew forth the "ad." that appears here:

"Grand Fall Opening and Men's Style Show," the third week in September. Three walking models, experts from Paris, were engaged and they

The "Outing" Brand Coat is a real man's coat

A50

Truly-tailored, pure wool knitted coats with all the ear-marks of high grade garments—

"OUTING" COATS

Frank W. Robinson
Limited

Bathurst and Wellington Sts.
TORONTO

"THE COATS THAT ARE TAILORED TO FIT"

A71

IMPORTANT to PYJAMA MAKERS

Ashton & Pulford
22 Back Piccadilly
MANCHESTER (ENGLAND)

Can supply all your requirements in

KNITTED or BRAID
GIRDLES, FROGS,
LOOPS, TASSELS,
BUTTONS, TAPES, etc.

(Made in France)
Guaranteed for one year.

S. E. Porter & Co.

Sole Agents for Canada.

Complete Stock on Hand

at

"Birks Building," MONTREAL

Lion Brand Clothing is a Popular Line With the Boys

"The Jackson Bloomer"

If you have ever stocked Lion Brand Boys' Clothing, you know how quickly the boys snap them up. If you haven't, it will pay you to get in a good stock of this popular line and find out for yourself how the youth of your town appreciate neat, stylish clothing. The strong, wear-resisting qualities of the materials put into

Lion Brand Bloomers

make them the strongest, nattiest and best selling line of boys' bloomers made. Write for catalogue.

The Jackson Mfg. Company
CLINTON, ONT.

Factories at:— Clinton, Goderich, Exeter, Zurich

Window display which helped to make record sale of ties.

put on their turns on two days. Friday and Saturday, between 11.30 and 2, 3 and 4.30 and 7.30 and 9, the latter reserved for Saturday evening. These moved up and down inside the store, exhibiting neckwear, shirts, collars, hats and clothes. The two latter lines were borrowed for the occasion. These models changed their costumes frequently and all lines of the various departments were shown.

Mr. Brass states that the "show" created a great deal of attention; drew big crowds, sold goods, to an appreciable extent, and formed a basis for future business with many new customers.

As will be seen from a study of the "ad." five leaders were used to attract purchasers in conjunction with the style showings: bargains in ties, men's hose, gloves, silk shirts and a general line at one-third the price.

A specialty was an announcement of Parisian velvet ties from 50 cents up to $10.

WE KNOW HOW-

A Positive Success *Everlast* **Canvas Fronts and Ladies' Bust Forms**

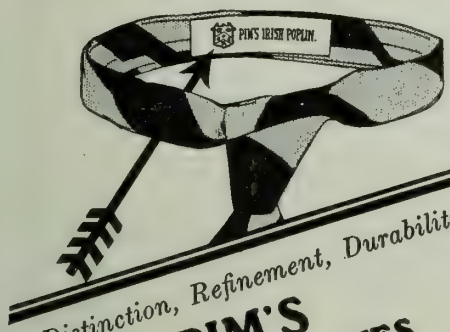
will increase your sales. The "Everlast" front is cold water shrunk and so closely stitched that the canvas, hair cloth, padding and silesia are as one piece. The best cloth and the finest tailoring must be backed up by a good front. The "Everlast" is absolutely essential if the garment is to retain its shape.

Manufacturers—Write us for full particulars.

TORONTO PAD CO., LIMITED

569 Queen Street West - - - TORONTO, ONT.

PIM'S
IRISH POPLIN



For Distinction, Refinement, Durability, select

PIM'S
IRISH POPLIN TIES

They are the most fashionable Ties obtainable, and present a wide range of tasteful designs in self colors, stripes, etc.

Wholesale—PIM BROS. & CO., Irish Poplin Manufacturers, William Street, Dublin.
Canadian Agents—Hyndman Commission Co., 156 Lombard St., Winnipeg. Thomas Brophy & Sons, 41 Herald Bldg., Montreal.

Dr. Neff's
PURE WOOL
Underwear
for solid comfort

Here, merchants, is just the brand of underwear your customers want and need. Made of pure worsted wool and shaped to the figure with enough elasticity to give comfort to the wearer, Dr. Neff's Pure Wool Underwear gives satisfaction in durability, appearance and comfort—and will find a ready sale when stocked on your shelves.

Write to-day for samples.

Thos. Waterhouse & Co.
Limited
Ingersoll, Ont.

Messrs. Mosey & Urquhart, Toronto, agents for Ontario. John W. Peck & Co., Winnipeg, for Manitoba, Saskatchewan and Alberta; John W. Peck & Co., Vancouver, for British Columbia and the Yukon.

Wreyford & Co.
TORONTO
Wholesale Men's Furnishers

We are Specialists in Men's Wear — Everything new, that is also good, we can supply. The Leading Manufacturers we represent are:

Young & Rochester
London and Londonderry

"Wyanar" Shirts and Pyjamas in Zephyrs, Oxfords, Silks and Taffetas—Select Neckwear for Christmas now ready.

Correct Dress Wear

Tress & Co., London and Luton

High Class Hats—Caps and Straws. Shown by best trade in Canada and U.S.A. Latest Styles—The "Rosmar," The "Strath."

J. H. Downing & Co., Leicester

Knit Royal Coats and Hosiery

Dominion Agents for "AQUATITE" Coats for Rain and Shine in Gabardine, Silk and Ulster Cloths.

Call when in Toronto or ask for our travellers to call on you.

MAPLE LEAF UNDERWEAR

Maple Leaf Brand Underwear has been stocked year after year by merchants who want only the best values in underwear. A sample order will convince you that these dealers stock this range because it gives the utmost satisfaction in wear and comfort and because it invariably brings the customer back for more.

Write for samples for your Fall and Winter trade.

THOS. WATERHOUSE & CO., Ltd.
INGERSOLL, ONTARIO
HAROLD F. WATSON, WELDON & CO., Selling Agents
Coristine Bldg., Montreal.

Sweater Coats to Resemble Cloth Materials

THE SWEATER coat is increasing rapidly its importance in the knitted goods department. Not so long ago, then limited to the loose pull-on sweater, its place was recognized only in the sporting goods stores. To-day the sweater coat has far outstripped the simple sweater. It has invaded its sporting field and most clubs in giving special orders for special designs in sweaters, couple with it an equal order for the sweater coats. More than that, business in light overcoats is reported to be cut into seriously this Fall by the popular sweater coat. Winter orders are very heavy, both for men's, boys' and girls', and not a few buyers for ladies' departments include orders for men's styles, for they declare many girls prefer a man's sweater coat.

"About the only difference there is now is in the way they button," said a manufacturer to The Review; "Men's on the right; ladies' on the left. But that makes no difference, the girls don't mind."

This is noticeable for outdoor clubs such as hockey games and general skating. They seem to find men's coats warmer although to meet this there is a tendency to heavier weight in women's.

There is, as has been said, a growing business in catering to young men's clubs, and many manufacturers will fill an order for as few as six coats, making it of special club colors.

"The sweater coat has passed clear beyond the novelty game and there will be big money in it for every retailer from now on: there is already," said another manufacturer. A third remarked that he could not fill his main and repeat orders, let alone taking care of any stocking business.

There would seem to be a growing strength in finer stitched goods, and most manufacturers are paying more attention to this. The sweater coat is coming to be looked on now as a regular article of dress, to be worn with a coat and a less bulky article is desired. To secure this, many are being made of full cardigan stitch in merino and cashmere. An attempt is being made to approach the actual cloth effect as closely as possible, and to get away from the loose-woven type of the athletic sweater.

This feeling that the sweater coat should approximate to dress requirements now that it has been granted naturalization papers is responsible for the supremacy of the Norfolk, with its pleats or "stoling" that tend to a cloth-like stiffness, and make it hang firm. Some time ago a Canadian firm continued the central stoling in front up the collar, which was not doubled over. Another manufacturer carried out a similar idea in the "North-West" or "turn-down" collar, the stoling extending to the top of the collar, and the "turnover part falling over it. Both devices make the collar stand straight, keep its shape better and be more substantial in every way.

The "racked" shoulder is becoming a factor in nearly every sweater coat, for a similar reason.

While the tendency in England and the United States is towards brighter colors the flashy element has not made headway in Canada. There is demand reported at places where American Summer visitors spend their holidays, but ordinarily quieter colors, both in self and trimmed coats, are the best sellers. In men's wear two new shades are being introduced by a Canadian firm, somewhat resembling slate, and called "light smoke," and "dark smoke." Both are attractive lines and quite dressy, made up in Norfolk styles, fine knit, and with the stoling running up into the collar, replacing the band and button at the neck.

For athletic clubs the Varsity collar is still in active demand and shows up well in a trimmed coat. The combination collar has disappeared almost entirely. As a wholesaler explained it, "people do not want too much in one garment."

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KANT KRACK

COATED LINEN

COLLARS

The Season of Rain

At this season of rainy and inclement weather comes an increasing demand for waterproof collars. The collar your customer has learned to ask for and demand is the KANT KRACK Coated Linen Collar, because while looking as neat and stylish as a real linen one, a KANT KRACK Collar does not wilt and soil when it comes in contact with the rain. Made in all the season's leading styles in "*One grade only, and that the best.*"

Sold direct to the Trade.

MADE IN CANADA.

The Parsons & Parsons Canadian Co.
HAMILTON, ONTARIO

"KING EDWARD" SUSPENDERS

Retail 50 C. Price

Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

Dominion Brand Hosiery

Reinforced at Points of Wear

Where the usual kind of stockings give way to the constant wear and tear of the boys and girls,

DOMINION BRAND HOSIERY

being re-inforced at the points of wear, last much longer and save the mother endless darning. And, made of pure worsted wools, these stockings will keep the kiddies warm during the Fall and Winter months.

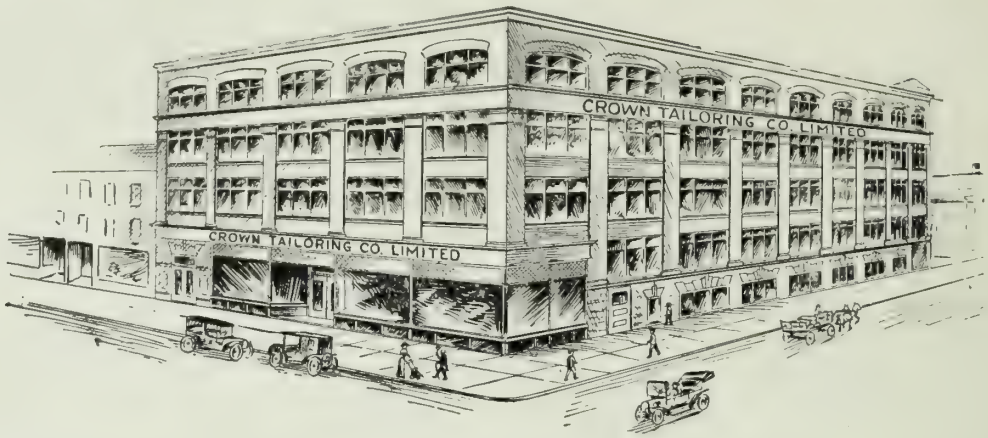
Get in a stock of this popular brand of Hosiery for your Fall and Winter trade.

Also sweater coats, knitted caps and mittens.

Letter orders will receive prompt attention.

A. BURRITT & COMPANY
DOMINION MILLS
MITCHELL ONTARIO

The tailored-to-measure man is generally a good spender



Why not get his trade with the Crown Tailoring Outfit ?

Has it not been your experience that the man who wants tailored clothing, and who demands it, is a good spender? This is generally acknowledged, and is the reason why tailoring companies handling haberdashery usually work up a very good high class trade.

There is no reason why you cannot get this trade and still handle the ready-to-wear clothing. All you require is our full tailoring outfit—complete range of samples of the latest cloths, measuring outfit, etc. It costs you nothing, no stock to carry, only a little corner of your store and a little time in introducing your samples to the particular trade whose clothing business usually goes to the custom tailor.

MENS HIGH GRADE TAILORING TO MEASURE CANADA

Write for full particulars to-day—get the agency for your town.

The Crown Tailoring Co., Limited

Our New Address: 533 College Street, TORONTO

MEN'S WEAR REVIEW.

Special Features of This Issue

Man's Evening Garb.
A Review of Mid-Season Overcoat Styles.
The Efficient Lighting of Show Windows.
A Resume of the Closed Crotch Controversy.
Solving the Vexed Alteration Problem.
Should Selling Price be Marked in Code?
Featuring Umbrellas as Christmas Gifts.
Practical Systems in Men's Wear Stores.

NOVEMBER, 1913

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO
SUBSCRIPTION PRICE $1.00 A YEAR

ABSOLUTELY

"DOMINION" RAINCOATS

¶ Our line comprises the most complete range of styles ever offered to the Canadian trade.

¶ As **we proof all our own cloth,** we are in a position to guarantee that every garment we manufacture is ABSOLUTELY WATERPROOF.

¶ Send to our nearest branch for prices and information.

Canadian Consolidated Rubber Company Limited

MONTREAL, Que.	Brantford, Ont.	Pictou, N.S.
Quebec, Que.	Berlin, Ont.	Charlottetown, P.E.I.
Granby, Que.	London, Ont.	WINNIPEG, Man.
Ottawa, Ont.	North Bay, Ont.	Regina, Sask.
Kingston, Ont.	ST. JOHN, N.B.	Saskatoon, Sask.
TORONTO, ONT.	Moncton, N.B.	Calgary, Alta.
Belleville, Ont.	Halifax, N.S.	Edmonton, Alta.
Port Dalhousie, Ont.	Sydney, N.S.	VANCOUVER, B.C.
Hamilton, Ont.	Yarmouth, N.S.	Victoria, B.C.

WATERPROOF

MEN'S WEAR REVIEW.

NOVEMBER 19, 1913

Making the Most of the Christmas Trade

Suggestions for the Men's Wear Merchant—Novelty Stocks Should be Carried During the Holiday Season—Some Brisk Sellers—Getting Shoppers Out of the Habit of Leaving Everything Until the Last Minute.

PREPARING FOR the Christmas trade is the big problem before the men's wear dealer at the present time. Christmas shopping makes the peak load of retail activity. The season of big profits will open in a few weeks now.

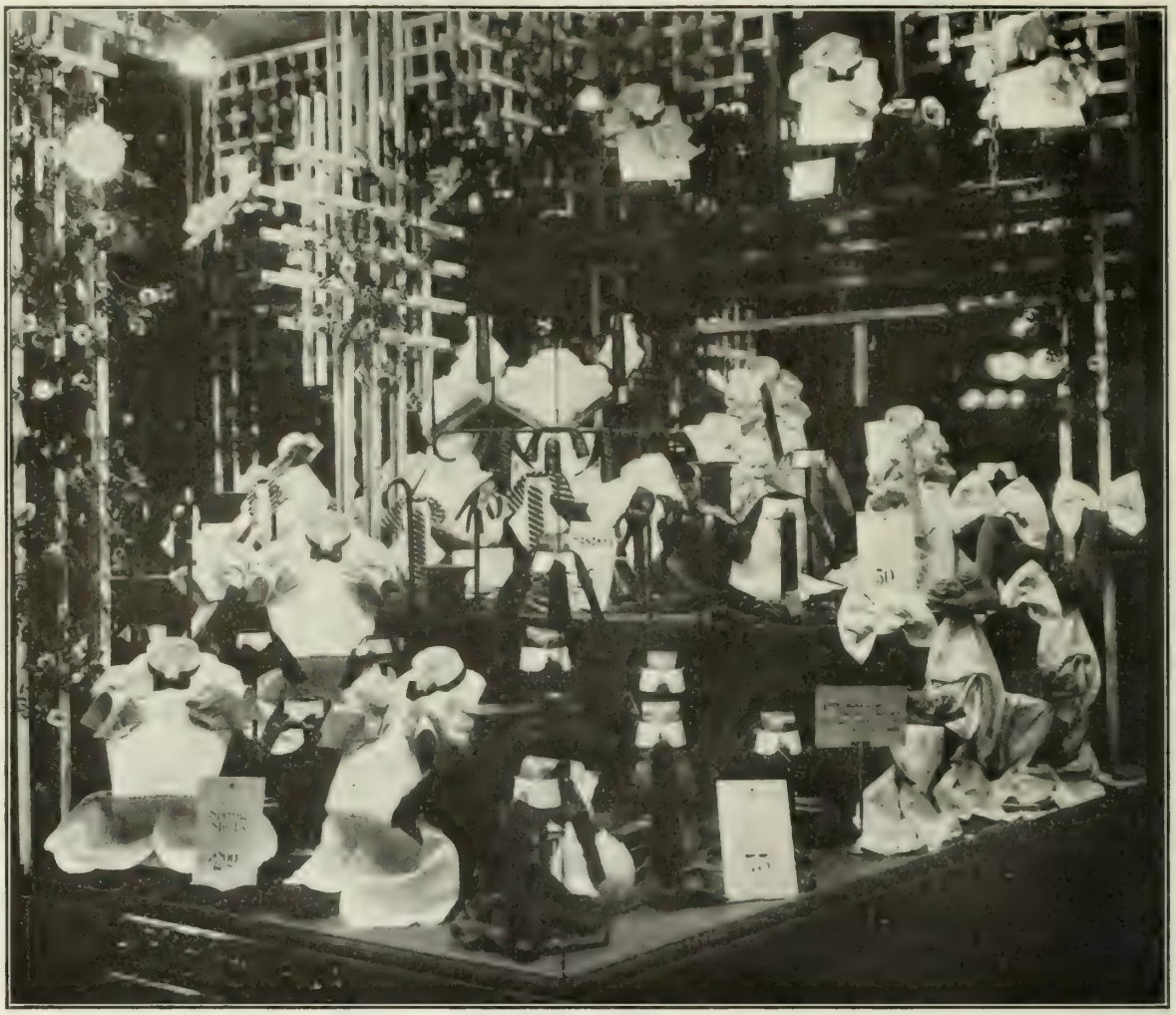
The men's wear merchant has always secured a substantial share of the Christmas trade. Unless a man has a distinct hobby, it is an uncommonly hard thing to select gifts for him. After letting the mind run the gamut of all the things that a man carries, needs and likes, one is almost certain in the end to hark back to the old reliable suggestion—something to wear. "Well, I guess, after all, it will have to be a tie," thinks the anxious wife, mother or sister; and rests content that the harassing question has been settled. The fact that "man wants but little here below" is brought home to distracted femininity when the problem arises of selecting him a Christmas gift. The list from which the selection must be made is a narrow one, beginning with a pipe and ending with something to wear. If he doesn't smoke, by process of elimination it simmers down to something to wear.

The men's wear merchant has secured in the past the bulk of the trade in men's Christmas gifts. Why not get the rest of it this year? This is not an impossible feat by any means. It has become customary in the majority of city stores of recent years to put in stocks of novelties, articles a little out of the beaten path of haberdashery, but of sufficient relation to it to make their admission quite permissible and logical. Such lines as tobacco pouches, cigarette holders, ash trays, pipe racks, mantle decorations, watch fobs, tie racks and so on are all novelty articles which have an appeal for Christmas shoppers. There is no reason why the men's wear dealer should not carry them. It would simplify matters for the shopper to be able to select from a comprehensive stock at one store; it would mean increased profits for the merchant.

In fact, the men's wear dealer should make it his object to remove all responsibility from the shopper, by carrying a stock of sufficient variety to reduce shopping troubles to a minimum.

THE VALUE OF ATTRACTIVENESS.

That the trade appraise attractiveness in the store appearance at its real worth is a fact attested by the high position that the men's wear store occupies in this regard. No store is more uniformly attractive in appearance than the haberdashers'. Close attention is given to the arrangement of goods and to window displays and the



A display by E. K. Dallimore, with Hickey & Pascoe, Toronto, which presents some suggestions for Christmas displays.

quality of the fixtures and store appointments is of the highest. Nevertheless, the standard maintained during the rest of the year will not do for the Christmas season. It should be borne in mind that the bulk of the shopping during the holiday period is done by women and everything of a special nature should be undertaken with an eye to attracting feminine attention. On this basis, it is distinctly necessary to make the window display preeminently attractive. The interior decorations must be unusually inviting.

A good scheme, which has been adopted in a great many cases in the larger stores, is to build a canopy over the front of the store using evergreen boughs for the purpose. A row of small flags along the sides adds to the festive appearance. Wreaths of holly, wreaths and mistletoe can be used to good effect in brightening up the store within.

MAKING AN EARLY START.

There is one deterrent feature which must not be overlooked. The shopping, which should be more or less evenly distributed over a period of a month or six weeks, is generally left until the last week. People postpone their shopping until the last moment. The result is that during the last two weeks before Christmas the stores are crowded, and are forced to handle a larger volume of business than they have the facilities for. In other words, the stores must handle more business than they can do with profit to themselves and perfect satisfaction to the customer.

The result is that not as much business is done as would otherwise have been the case. Customers have not the time to make proper selection of gifts, generally taking the first thing they find which seems to answer their requirements. Salesmen have not the opportunity to induce customers to purchase gifts which would suit them best.

There are, of course, people who carry out their Christmas shopping on a systematic basis. Many plan well in advance what they intend to purchase and proceed to carry out these plans in the most systematic way. Frequently many of the desired articles will have been secured several weeks before the holiday. These persons, however, are the exceptions

(Continued on page 64.)

Development of Ready-to-Wear Clothing

New Idea is Gaining a Strong Foothold in England, Despite Strong Prejudice at the Start—Selfridge & Co. Were Pioneers of the Movement—An Interesting Statement.

ALTHOUGH ready-to-wear clothing has attained wonderful popularity in this country, it is only very recently that the idea has been taken up in England to any extent. In fact it looked at one time as though ready-to-wear clothing would never gain any foothold in the Old Country. English manufacturers were inclined to scoff at the idea. They contended that Englishmen had become so accustomed to having their clothes made at the tailors that it would never be possible to reconcile them to the new idea. That ready-to-wear would never "catch on" in the present generation was a view generally held.

It remained for Selfridge & Co. to convince them of their mistake. A short time ago the house of Selfridge & Co. began an active campaign to introduce ready-to-wear clothing for men into England. Their success was instantaneous, and remarkable in view of the opinions which had been held by all connected with the clothing trade previously. Englishmen took to the idea almost as readily as their American cousins, and the trade of Selfridge & Co. grew by leaps and bounds. It is now said that manufacturers there are beginning to develop the idea in their products. It is not unreasonable to assume that before many years have passed the vogue of ready-to-wear clothing for men will be almost as marked in the Old Country as it is in America.

There can be no doubt that a large share of the credit for this change can be laid at the door of Selfridge & Co. Their campaign was conducted on the most progressive principles. They advertised extensively and conducted their business with the one viewpoint of giving the public the best possible service.

In a recent advertisement they comment interestingly as follows on the results of their experiment:

"ANOTHER MILESTONE PASSED.

"Three and a half years to the first milestone.

"Nine months to the second.

"Uphill to the first; sturdy work, gathering force and place, even when the gradient was steepest.

"A little easier work to the second—speeding ahead with all the exhilaration and momentum of the rider when the fair, white road stretches before and behind, and the upward climb is only remembered as a vanquished enemy.

"Such is the history of the development of this house as a men's shopping centre.

"This month the section celebrates the first anniversary of the passing of the first milestone—when it was considerably extended, and nine months later the annex at the west end of the main building was opened, and the department threw out its chest and drew a deep breath—not of satisfaction, but merely to get ready for the next milestone.

"Uphill to the first! It is always uphill work for pioneers. They must be prepared to clear the brushwood away before they start reaping.

"Our 'brushwood' was Ready-made Opinion. Ready-made Opinion was planted deep in the mind of practically every man we wanted for a customer; there was scarcely anyone who knew the difference between the rightly ridiculed 'ready-mades' and our 'Ready-for-Service' clothing.

"Just a moment, please.

"For the benefit of those few readers who, even to-day, feel inclined to say, Pshaw! "Ready-for-Service" twaddle again!' let me state one fact before such a sentiment is uttered 'Ready-for-Service' clothing costs in many instances more than made-to-measure clothes!

"Obviously, there is only one reason why a house of business professing to hold such policies as we have announced to be ours dares offer such goods at a higher price than its competitors—because they are far better value; far better in every way, from our point of view, from the customer's point of view, and from the point of view of the customer's friends.

"So, as we contend that our 'Ready-for-Service' clothing is superior to the bulk of bespoke tailoring, it is idle to defend its superiority to its discreditable ancestor—the 'ready-made' suit of 10 years ago.

"It was not easy for this department to gain its first converts. The average man, very naturally, classed it with the old 'stock-size' horrors. But, slowly at first, then gaining ground more and more quickly, came the knowledge that there was a new era in tailoring.

"Stout men, thin men, tall men, short men have come to the department—a kind of walking challenge to its capabilities—and have defied the resources of the department to fit them perfectly. And, as they came, each man a walking challenge, so they have departed, each man a walking advertisement for the new tailoring.

"For, once uproot a prejudice from a man's mind—open his eyes to something he has not understood, and straightway he starts proselytising among his friends.—Selfridge & Co., Ltd."

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

A Co-Operative Sale Plan

AT THE RECENT convention of the clothing men of the State of New York, a very radical plan was suggested, to wit., the co-operative plan of getting rid of old stock at the end of each season by hiring a store in one of the larger cities of the State where retailers in towns nearby could dispose of their odds and ends. This plan would be a most distinct departure, but it is altogether likely that it will ultimately be adopted. The need for some plan of disposing of these ends of stock has been felt for some time, and the retailers are anxious to dispose of their odds and ends without resorting to unfair measures of competition. The matter was discussed at the convention at some length, and on the whole the members approved of the idea. One retailer opposed the idea on the ground that customers of the merchants included in the scheme in the different cities would get into the habit of waiting for the co-operative sale at the end of the season. This objection was not considered to be pertinent, however, as most of the customers of the retailers represented had got into the habit anyway of waiting for individual sales, at the end of the season, and none of the retailers would stand to lose by running the co-operative sale as suggested. The clothing men in the State practically had adopted the clearance sales, and it was considered that holding a co-operative sale would enable them to reap the same benefit and, at the same time, keep the reputation of their stores on a higher plane.

The Combination Shirt

THE COMBINATION shirt is the latest departure in men's clothing. Manufacturers are turning out shirts with drawers of the same material in one piece. The drawers button about the leg, so that the garment can be removed with little less trouble than with the ordinary shirt. Combination shirts of this description were designed in the first place for athletic sports and, of course, could be worn only in the Summer when they took the place of underwear. Two advantages are claimed for them. They do away with underclothing and thereby reduce the weight and are, therefore, of value to the sportsman who requires as much freedom as possible. They prevent the shirt from hitching up, which almost invariably happens when a man is engaged in exercise. The combination shirt was introduced to the Canadian trade this Summer through the columns of The Review. Inquiry among the large retailers elicits the information that the public has shown some interest in the new garment. Necessarily it will take some time for the idea to grow in favor. Union suits were a long time in attaining to popularity. Men looked on them askance at first as an innovation which they were not sure of. Now, however, the union suit is fast becoming the leading feature in underwear. This same growth of favor may be accorded the combination shirt. But time will tell.

Why burden yourself with details? Systematize your store.

* * *

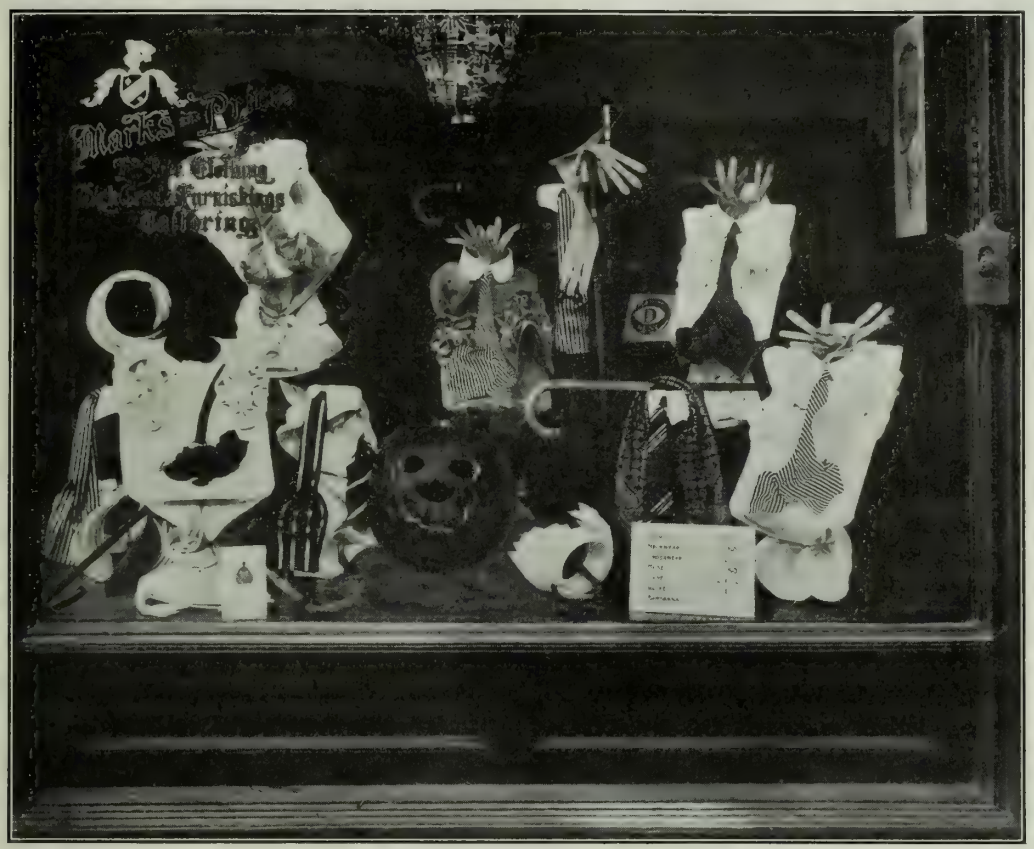
The principal ingredient in luck, some one has said, is common sense. It divides first place with hard work.

* * *

Business is showing improvement and there should be a marked change in financial conditions by the first of the year.

* * *

The Englishman has been slow to find the real value of ready-to-wear clothing, but is coming to it now.



A DISPLAY OF ORIGINALITY

The above illustration is of a window trimmed by Reid W. Pepper, display man with Marks & Price, Yonge St., Toronto. Readers of "The Review" will recollect that in the last issue we illustrated another of Mr. Pepper's original ideas in the form of a special card. His idea here was to draw illustrations of articles as they appear when worn. Another idea of Mr. Pepper's is illustrated in this window. He devises show cards, on which are listed prices of every article in the window. When a card of this kind is placed in a window trim it is not necessary to show any other card. He makes the card small and inconspicuous, and in this way the trim is not broken up in any way, and yet, nevertheless, the card serves the same purpose as a number of smaller price cards attached to each article would do.

The window trim herewith presented was arranged by Mr. Pepper for the Hallowe'en trade. Lights were shown in the pumpkins at night. Despite the fact that the space at his disposal in this window is not large, Mr. Pepper has been able to arrange a very commendable and attractive display of merchandise.

The idea of a single card in a window display is, as far as we know, a new one. It is one which other display men might utilize to advantage in their own work.

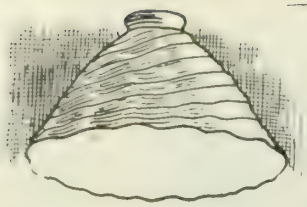


Figure 10.

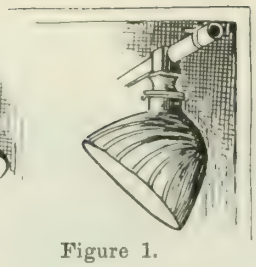


Figure 1.

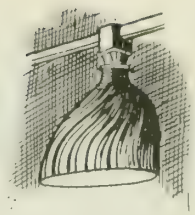


Figure 3.

Figure 5.

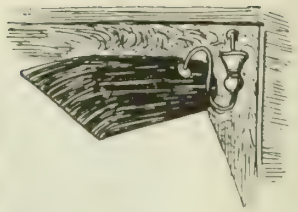


Figure 7.

The Efficient Lighting of Show Windows

The Style of Reflectors to Use to Secure the Best Possible Illumination—Rules to be Followed in Selecting Reflectors and Locations—Synopsis of an Interesting Paper.

From an address by H. B. Wheeler at convention of Illuminating Engineering Society.

THE TYPICAL show window can be grouped in three classes, which for convenience we will designate as A, B, and C: and the more special windows in two other classes referred to as D, and E.

The following classifications take into account, all of the various types of boxed-in windows.

Class A windows: heighth equal to depth. High trimmed. Average height 9 ft. Depth 9 ft. Heighth of trim 9 ft.

Class B windows: 1, heighth one and half times depth. Medium trim. Average height 10 ft. Depth

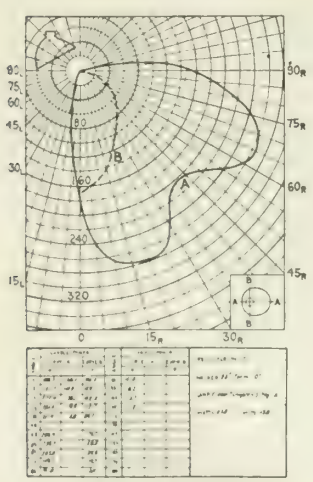


Figure 2.

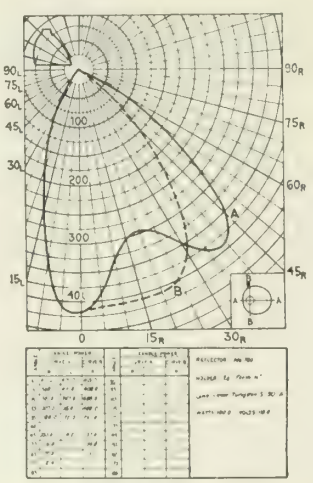


Figure 4.

6 ft. Height of trim 7 ft. 2, heighthe one and half times depth. High trim. Average heighth 10 ft. Depth 6 ft. Heighth of trim 9 ft.

Class C: Heighth two times the depth. Medium trim. Average height 12 ft. Depth 6 ft. Height of trim 7 ft.

Class D windows: heighth equal to depth. High trim. Average height 5 ft. Depth 6 ft. Height of trim 5 ft.

Class E windows: height one and two thirds times the depth. Low trim. Average height 5 ft. Depth 2 ft. 6 in. Height of trim 2 ft.

The height of the window is always measured from the floor to the ceiling; the depth from the glass front to the back; the trim from the floor up.

Windows of class A are usually trimmed up high on the background, and hence require a reflector which distributes the light over the angle zero to 90 degrees. The reflector shown (Fig. 1) has been designed to meet this condition; its introducing curve is shown in Fig. 2. This is a non-reflector, with a portion of the front cut away, to admit the light to escape horizontally. Hence a large portion of the lamp is exposed to view from within the window. Mirrors should not be placed in the upper part of the background, in order to avoid the possibility of seeing an image of the lamp when observing the window from the street.

The more common windows of Class B are trimmed only to a medium height, but occasionally some are found in which the trim is carried up high. The first sub-division requires the use of a reflector, which distributes the light in the angle zero to 55 degrees. The reflector shown in Fig. 3 has been designed to accomplish this result. Its introducing curve is shown in Fig. 4. For the second sub-division it is necessary to use a combination of reflector shown in Fig. 3 and 4 in order to get the desired results.

In Class C the trim is carried up to only a medium height. A reflector which concentrates the light flux in the angle intercepted by the line of trim, most nearly meets the condition. Fig. 5 shows a reflector which has been designed to give the required results. Its light distribution curve is shown in Fig. 6.

Class D. is found chiefly in cases where the show window is divided into two tiers, and in shops with low head room, situation on the ground floor. The light distribution required is essentially that of the reflector shown in Fig. 1, but there is not sufficient

head room in these windows to permit its use. Fig. 7 shows a reflector which has been designed to meet the latter condition. Its light distribution curves are shown in Fig. 8. This reflector is provided with an adjustable holder, as shown in Fig. 9, and the lamps are placed horizontally in the reflector. It is usually

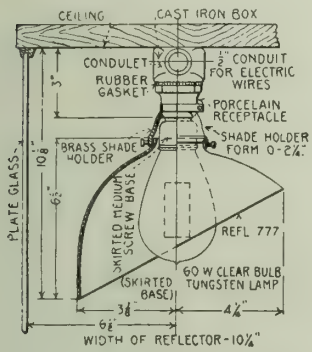
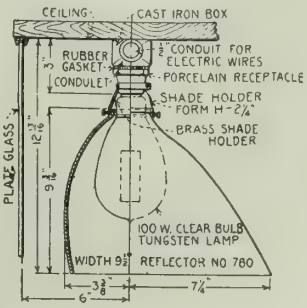


Fig. 5. Details for installing in windows reflector shown in Fig. 1.



Details for installing in windows reflector shown in Fig. 3.

installed with the flat side tilted at an angle approximately 15 degrees with the horizontal. A mirror background should not be used in a window of this height for obvious reasons.

Class E. windows are found largely in jewellry stores, cigar stores, and shoe stores. The line of trim is low, and frequently it is practically flat. This window requires a reflector having a light distribution curve similar to that of the reflector shown in Fig. 5. This reflector, of course, is too large for a window of this size. The reflector shown in Fig. 10 installed as shown in Fig. 11, has been largely used for this type of window. Its distribution curve is shown in Fig. 4. A window may be illuminated in this manner very satisfactorily, but since the reflector is symmetrical it is not so economical, in as much as a great deal of the light flux escapes to the street and upper portions of

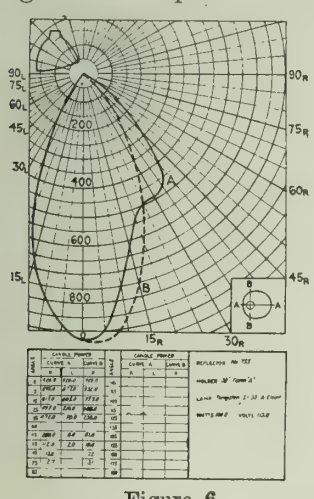


Figure 6.

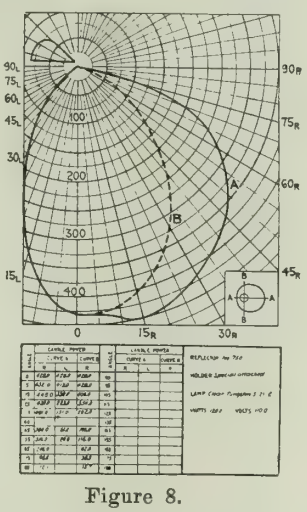


Figure 8.

the window. The percentage of the total light flux incident on the surface of the line of trim is low. At the present time a small non-symmetrical reflector like that shown in Fig. 5 is being developed for this class of window.

The chart shown in Fig. 12 makes easy the selection of the correct reflector for any type of window. To start with, knowledge of three things is necessary: heighth, depth of window, and heighth of trim at background.

Suppose, for example, the show window is 10 ft. high, 6 ft. deep, and the trim or background to be lighted is 6 ft. high. The procedure would be as follows:

First, find the heighth of the window, 10 ft. on the left hand vertical scale. This point is indicated at A. Second, locate depth of window, 6 ft. on lower

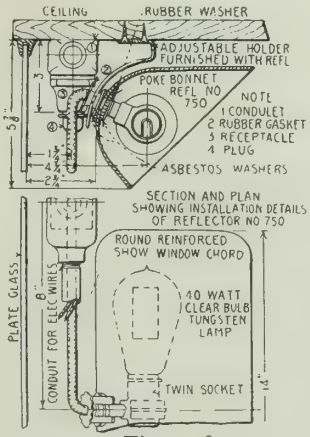


Figure 9.

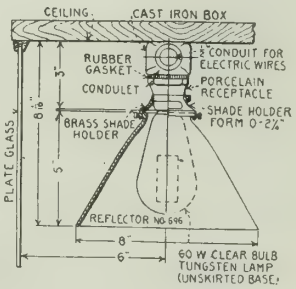
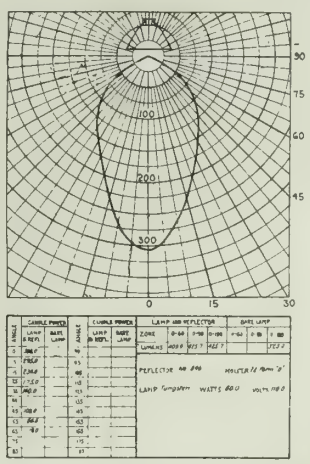


Figure 11.

horizontal scale. This point is indicated as B. Third from the latter point, locate another point corresponding to the highest point to which the window is trimmed. (In this case 6 ft.) This point is indicated as C.

Next note the diagonal line that most nearly passes through the two points A and C, which in this case is a heavy dark line. By referring to the key below, one finds the reflector designated by the heavy dark line, which is the reflector of Fig. 3. In the above example, if the window were 12 ft. high the chart would call for a reflector like that in Fig. 5. This chart is based on the use of a lamp for which each reflector herein mentioned is designed.

Continued on page 59.



Photonetric distribution curve and data on reflector. Shown on Fig. 10 when a 1.12 watt per candle lamp is used.

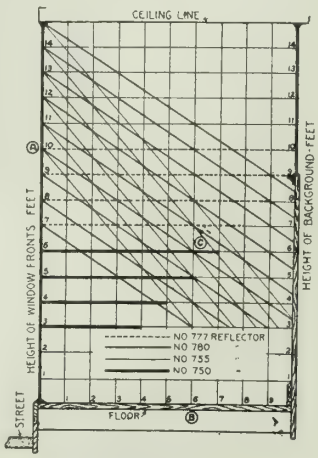


Fig. 12.

Solving the Vexed Alteration Problem

The Key is in the Hands of the Hands of the Salesman—He Should Gauge Each Customer and Handle Him to Avoid the Alteration Difficulty—A Mental Chart.

TREATING the all-important subject of alterations, Walter A. Oleson writes as follows in Men's Wear (New York):

We are gradually evolutionizing into that analytical state of mind where our attention is being concentrated on causes—not effects. And this literally marks a promotion in the cycle of reasoning. Up to the present time effects have occupied the major part of our time and study. By this process, while undesirable effects were at times obliterated entirely or modified, the causes of those effects still remained to assume annoying maturity. And so, in the end, instead of freeing ourselves from the fetters that bound, we merely loosened them, to tighten upon the slightest provocation and first opportunity.

The alteration imposition is at the present time the most vital effect before the retail clothiers of this country. It is an effect that demands immediate annihilation. It is fattening on the fetters of its victims. Many remedies have been advanced to obliterate the effect. Some have been commendable, but all have failed because of the utter disregard to the paramount issue—the causes.

This is strictly a problem of the retail clothiers. The women's wear trade is not troubled with this imposition, because from the beginning they have discountenanced the causes. Now, while they are in clover in this respect, their brethren are seeking a way out of the mire. Like the weed, they are trampled upon by their customers with utter abandonment because they have invited the anticipation in every instance of favors in the shape of free alterations, etc. Many retailers will say, "But I have not, to my knowledge. It has been thrust upon me and my hands are tied." But this apparent "thrusting" is the work of the salesmen. By submitting to it the clothier is a party to and accessory of the crime.

Here in the beginning we have a cause. This cause has its influence on the policy of the house. The effect of the cause is felt in the policy. When the policy is inaugurated it will be found that the causes have been conspicuous in the formulating thereof. A great many retailers are acting under the illusion that it is the policy of the house which embraces free alterations, thereby accepting it as an effect. It is the alteration imposition (or any like cause) which precludes the possibility of a perfect policy.

And so the issue becomes more significant than ever—we must get at the causes if we hope to establish a permanent cure. And in the composition of this permanent cure the salesmen form the most vital composite. It can be safely said that the salesmen are the cause of fully ninety per cent. of free alterations. The promise of free alterations will awaken a responsive cord in any red-blooded man's bosom, simply because he imagines he is "putting one over" on the proprietor. I have heard friends of mine innumerable times express themselves as highly elated after purchasing a suit because they secured additional work on it without cost. The thought of alterations because they were really necessary never entered their heads.

Their common acceptance of the matter was, to quote them, "I got the best of that salesman."

Every avenue of productive cost is yearly mounting higher. The margin of profit, which is in sympathy with this increase, diminishes consistently. The more leeway the salesmen are given the more they take. The customers naturally derive all the benefit. This forms the one big reason why the repair department, carried along as a part of the "service" rendered the customer, is now assuming a real menacing form and shapes up as a positive bugbear. It has been nurtured and fed on the fact that it was not given much attention as long as the profits were large enough to make worry about items of expense unnecessary.

Another cause which the merchant controls is that of selecting and buying clothes properly designed to fit most correctly the varying human proportions. The most efficient force of salesmen in the world will be at loggerheads if they have not got the right kind of clothes to sell. Every commercial enterprise to be successful must be founded on honesty, and to be permanent, must be built upon reliability. If the salesman has to sell a suit of clothes or overcoat that does not fit, it would be far better to give free alterations, even at a terrific loss.

NO. 1.

NO. 2.

NO. 3.

Next to knowing his

stock, a salesman should make a psychological study of mankind. By cultivating the tastes of his customers and subtly suggesting the really proper model and size, he can, nine times out of ten, entirely submerge any ideas of free alterations his customer may possibly entertain. Knowing the mental processes of the human mind will be of far more help in this regard to the salesman than any subterfuges relating to his stock. For instance, nearly every man's mind comes under one of the classifications shown in the little sketch centred on this page.

Those in class No. 1, dominated by their knowledge, can best be sold by appealing to their intellectuality. They are also the ones who can be easily made to see that free alterations is an imposition on the merchant and not a necessity. By treating them on a "merchandising equality" basis, more will be gained by the merchant and salesman than if the latter acted the part of the "know it all." Many customers like to feel that they are "in on the secret," and these are in this class. They realize just how much they have a right to expect.

Class No. 2, dominated by their power, is absolutely the hardest to handle. Those constituting this element of mankind will always demand more than is offered them. Possibly eighty per cent of the "free alteration" takers are in this class. The salesman and merchant in this instance must play the part of humility and make subtle suggestions. Direct opposition would be fatal. Even then a certain percentage of them will always demand free alterations, if only to exert their authority and manifest their strength of will power.

Class No. 3, dominated by their feeling, allows the salesman and merchant to demonstrate their own personality and powers of persuasion. It is the easiest class of all to sell. They as a rule depend on others for initiative. The seller must assert his own pre-eminence in the particular transaction under development. He must at all times hold the upper hand and dominate the buyer. Positive claims will be more effective than suggestions. The customer in this class will rely mostly on the salesman, who can accomplish best results by playing on the feeling of vanity, appearance and economy.

By placing every sane man in one of these three divisions the salesman can complete his sale in the quickest time, at the least expense and to their mutual satisfaction. A salesman's good judgment can keep the alteration cost down to an extreme minimum, just as easily as indifference or over-anxiety to please results in excessive additional expense. But the only way a salesman can exercise his good judgment is by knowing the mental processes of his customer.

With the present state of accurate knowledge and efficiency there should be little call for free alterations. Eliminate the busheling expense! But get at the causes of things! Annihilate the causes and the effects will die a natural death! Try to kill the effects only and the causes will always remain to confound you. Permanency in remedial measures is embodied in destroying the germ. Pound a snake to a pulp, and if you leave it in the sun it will become whole and dangerous again. The only way to destroy is to kill the germ of life. The only way to suffocate the alteration snake, the most insiduous of all, is to utterly and unmercifully destroy the causes of it. Why not make a beginning now?"

Sartorial Sidelights.

The best dressed men in London are wearing the evening coats short waisted, with lapel rolled shorter than usual and points very nearly meeting. The dress waistcoat is still cut with points, but not exaggerated, about three inches long from the bottom button.

During the Dublin Horse Show yellows and browns were the prevailing colors. The horsey men there have a weakness for yellow waistcoats, yellow gloves, ties, and handkerchiefs.

A serviceable golfing suit now being worn on the English moors during shooting season is a single-breasted lounge suit, with coat rather longer than usual, rolled front, and three buttons to close it. There are four pockets, the two bottom of the bulging kind, with flaps, while the breast ones are patches. The back is plain, without a vent. The knickers are of rice-bag shape, but not as loose as in former years. The material is a homespun, with brown and green mixtures the most popular. The stockings are of popular homespun shades. The quiet heather colorings have come into great demand, and loud colors are passing away. This is said to be the result, largely, of a feeling that the birds recognize the bright colors quickly.

The Efficient Lighting of Show Windows

(Continued from page 57)

Where it is necessary to place reflectors on the transom bar they may be selected by using the distance from the floor of the window to the bar as the heighth of ceiling.

The window reflectors discussed in this paper are designed exclusively for use with the standard tungsten lamps. Each reflector is designed for a certain size of lamp.

In order to conceal show window reflectors from the view of the observer on the street, window drapes or valances are very much used. In addition to performing the above function they add a touch of refinement and exclusiveness to a show window, greatly increasing the attractiveness of the merchandise displayed.

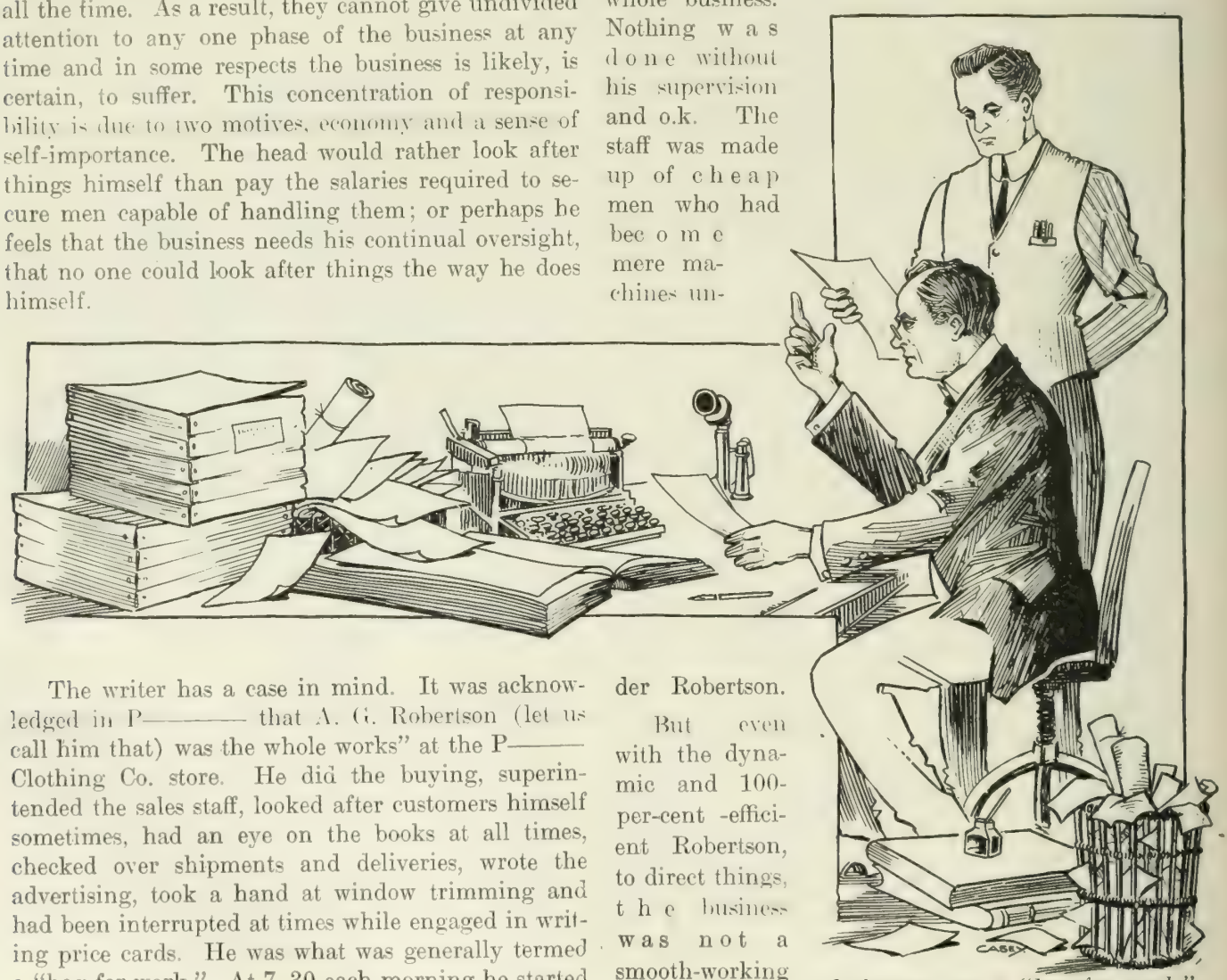
Efficient Store Service Vs. Personal Effort

The Introduction of System Enables the Merchant to Shift the Burden from His Own Shoulders—The One-Man Machine Breaks Down in Time—A Case in Point Which Contains a Moral.

EXPERIENCE has demonstrated that the one-man machine is not an effective force in the operation of any form of business.

It runs jerkily at all times and, being operated at full speed, is very liable to break down.

Many business men carry the whole burden of management on their own shoulders. They look after everything from the supervision of the bookkeeping to the financing of the business. They are swamped under a mass of detail which gets larger all the time. As a result, they cannot give undivided attention to any one phase of the business at any time and in some respects the business is likely, is certain, to suffer. This concentration of responsibility is due to two motives, economy and a sense of self-importance. The head would rather look after things himself than pay the salaries required to secure men capable of handling them; or perhaps he feels that the business needs his continual oversight, that no one could look after things the way he does himself.



Robertson was a "hog for work."

The writer has a case in mind. It was acknowledged in P———— that A. G. Robertson (let us call him that) was the whole works" at the P——— Clothing Co. store. He did the buying, superintended the sales staff, looked after customers himself sometimes, had an eye on the books at all times, checked over shipments and deliveries, wrote the advertising, took a hand at window trimming and had been interrupted at times while engaged in writing price cards. He was what was generally termed a "hog for work." At 7.30 each morning he started for the store to open up, noon saw him on his way to a nearby restaurant where he spent all of twenty minutes at lunch, at 6 he went home for dinner and often as not hustled back to the store to put in the evening there. He was never seen in the store without a pen behind his ear, a bundle of papers in his hands and a general air of feverish activity about him. He never walked; he jogtrotted. Words ripped out of him like bullets from a Maxim. He did everything about twice as fast as other men.

Once he was asked: "Robertson, what would happen to this business if you were to step out" Robertson considered the idea a moment and replied: "It would live about a week, I guess. This business couldn't get along without me."

And he was right. As things stood, he was the whole business. Nothing was done without his supervision and o.k. The staff was made up of cheap men who had become mere machines under Robertson.

But even with the dynamic and 100-per-cent -efficient Robertson, to direct things, the business was not a smooth-working machine by any means. All departments were behind. Robertson himself was generally about three days behind schedule and, needless to state, the staff did not do any better. The store was in a continual turmoil, a mad rush to catch up with work. There was a deplorable lack of system noticed in every department.

The inevitable happened when Robertson took sick one day and was laid up for five months. For a few weeks chaos settled down on the business. The head clerk, who found himself thrust automatically into charge, could not gather into his own hands the reins which Robertson had so suddenly dropped. He was totally at sea. Then with things getting into a worse tangle with each day, the need for immediate action was felt and Mrs. Robertson, through the medium of a wholesale house, secured a competent man to act as manager temporarily.

The new manager had had an extensive experience in the clothing and furnishings business and had topped off with two years in the office of the wholesale house through whom the appointment was made. He had become strongly imbued with belief in the value of system. On taking charge of the P———— Clothing Co. store, he was appalled at the total lack of system he found and made it his object to correct things. In two months he had worked out and put into operation a system which fitted the business nicely and enabled him to keep closely in touch with all phases of it without difficulty. When Robertson was able to get down to the store, he found that order had been restored out of chaos. The business was running smoothly. New forms and systems were in use that kept every detail of business before the manager. Everything was right up to the minute. The personnel of the staff had been strengthened by the addition of a few capable men.

Robertson inspected everything and was delighted—and amazed.

"How did you do it?" he asked. "I always wanted to get things systematized but never found time to get at it."

"The reason, Mr. Robertson," said the manager, "is plain. I am not as good a man as you are."

Then, seeing the puzzled look on the face of the proprietor, he continued:

"This was a one-man business. You did everything. I don't know of another man who could do as much work as you were doing. When I came here, I realized at once that I couldn't begin to do the work you had done. So, I was compelled to put in a system which would simplify matters and lift the burden off the man in charge."

THE SYSTEM INSTALLED.

A few details of the system he had introduced will be of interest.

A stock book was used for information in buying. This was in loose-leaf form and by consulting it, one could find exactly what stock there was on hand in any line. Purchasing forms were used on which all particulars of every purchase were entered. A duplicate copy of this order was retained so that when the goods arrived, they could be checked off. A Purchase Service book was used, provided with a loose-leaf A to Z index. When an invoice was received it was entered under the proper letter in the index. To illustrate an invoice is received from the Cosmopolitan Clothing Co. It is entered in the index under "C" on the first line, as being the first entered under that letter. Then the invoice is pasted on a separate loose-leaf and given as a reference number "1-C." Then the items on the invoice are numbered commencing with 1 and running consecutively. For example on June 2, invoice is as follows: "1-C-17" which instantly gives you the reference to the proper invoice under "C" index, and would indicate that invoice wanted was the first one under letter "C" and the seventeenth item.

A system for tabulating and classifying sales was also used. Delivery forms were used. Various original devices had been used for stocking shirts, ties, collars and other lines. Altogether an effective and far from cumbersome system had been evolved. These items were but a few of the many ideas which had been introduced to simplify the detail work of the store and to "oil the cogs of the system."

It is hardly necessary to add that Robertson continued the system and found that his business increased while his own work decreased.

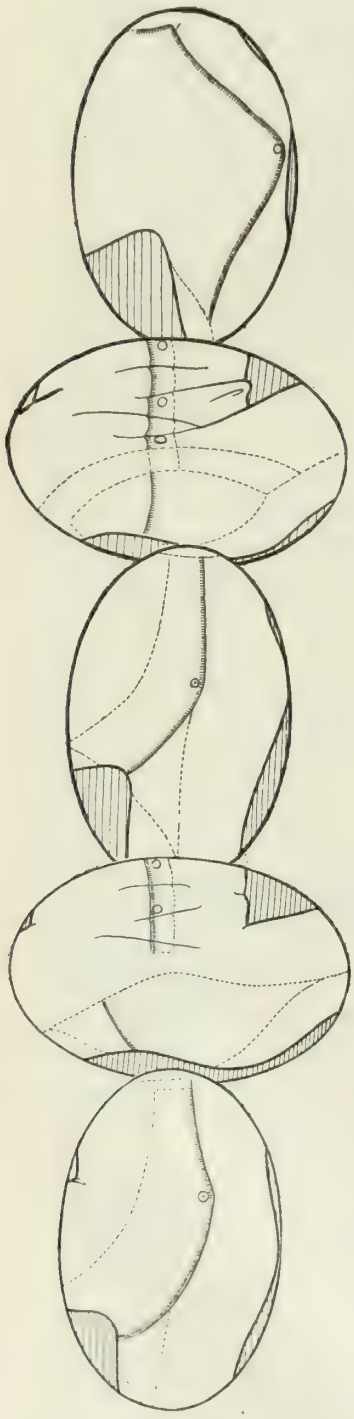
It comes down to this. A system is better than a man who knows all about the business and can, therefore, do everything that the system otherwise would do.

And yet there are hundreds of merchants in Canada to-day, who run their stores on their own knowledge and activities. They constitute the whole business themselves; and, as the inevitable concomitant, become slaves to the business. Their whole time, their unflagging energies, are required to keep the business running. If, as in the case of Robertson, they were suddenly withdrawn from the store, chaos would undoubtedly ensue.

If you were to see a business man laboriously grinding out correspondence with pen and ink, thereby using up hours of valuable time each day, you would assume him to be a very ignorant man or one decidedly antiquated in his ideas. You would be tempted to explain that he could save valuable time and ease his labors by getting a typewriter. It is equally incomprehensible that some merchants will run their stores on personal effort rather than on system.

Large checks in hosiery designs and the brightest of colors, scarlet, royal blue, emerald green, yellow, with a large overcheck of black or white, are quite the rage in London. Sometimes three or four colors are introduced. The "limit" has been reached, however, with the national flag reproduced down the front in all the colors of life.

A Resume of the Closed Crotch Controversy



Diagrams showing closed crotch patterns used by a number of American manufacturers. That at the top is the Cooper Underwear Co. pattern.

Suit Brought By Cooper Underwear Co. Against Other American Manufacturers Pending in the Courts—Whole Trade is Showing Deep Interest in the Outcome.

A WIDE degree of interest attaches at the present time to the controversy being waged in the United States over the closed crotch. Inasmuch as the American retailer is involved in the question to some extent, the controversy has aroused more discussion than any previous development in the knit goods industry.

A resume of the facts of the case will be of interest to the trade in Canada.

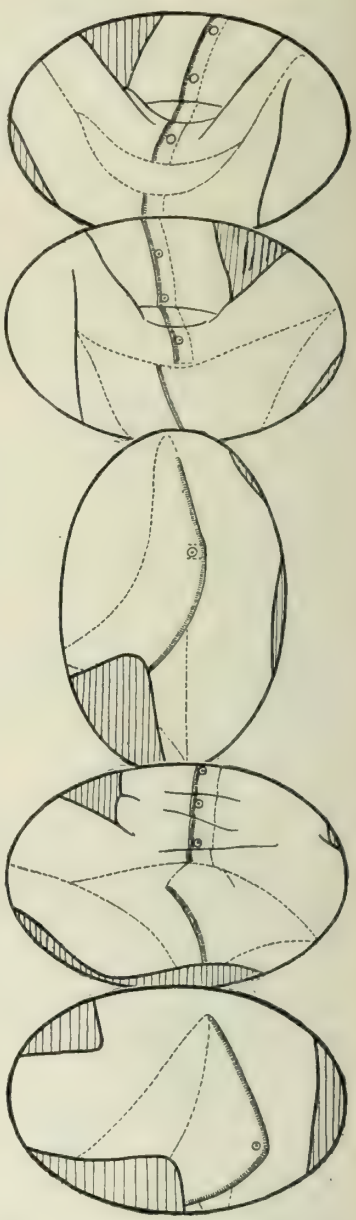
There had always been difficulty with union suits of underwear owing to the lack of a suitable opening. The ordinary drop seat did not suit the manufacturers entirely and yet, when the first closed crotch suit was introduced something over three years ago, it did not meet with entire approval. Much skepticism as to its success was expressed. Nevertheless, the idea soon established itself, and to-day the closed crotch is very generally used.

The Cooper Underwear Co., of Kenosha, Wis., were first in the field with the closed crotch garment. They secured a patent covering a garment with an opening extending from a point in the back above the crotch to a point in the leg below the crotch. After the first uncertainty, the new garment was accepted with such favor that many manufacturers purchased the privilege of using the closed crotch in their products, paying royalties to the Cooper Co., for this privilege. Other manufacturers began to put out closed crotch garments, which according to the Cooper Co., violate their patent.

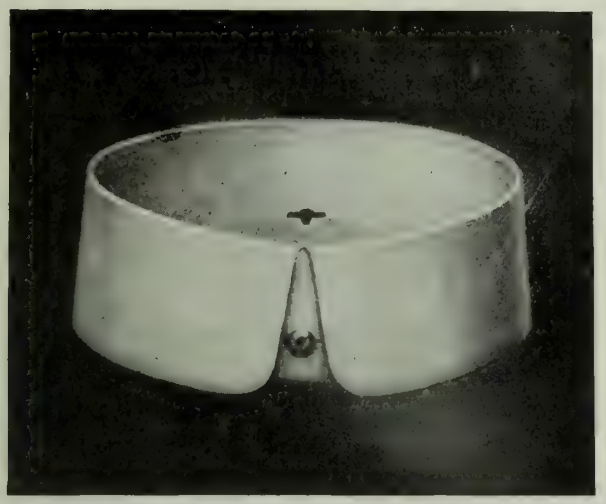
A short time ago, the Cooper Co. decided to test the case and issued notices to the manufacturers making closed crotch garments, without a license from them, that they intended to prosecute. Announcements were also made that the company would also prosecute retailers who sold these garments. The manufacturers charged with infringement replied that they were prepared to fight the matter out and would protect any customers of theirs who might be drawn into the litigation through selling closed crotch garments not purchased from the holder of the patent or licensed firms.

The Cooper Co. replied, stating their irrevocable intention of fighting to protect their rights under the patent. The case was taken into the courts where it now rests. The final decision will be awaited with interest.

The diagrams presented show various styles of close crotch garments, made by American manufacturers.



More diagrams showing closed crotch arrangements. These diagrams are reproduced from the Dry Goods Reporter.



A little water; a few rubs—and a clean CHALLENGE COLLAR

At this inclement season of the year a stock of Arlington Challenge Collars will meet with a ready sale. As neat appearing as the ordinary linen kind your customer is always assured, at a moment's notice, of a nice, clean collar. Made in four grades of linen coated and two grades of solid stock. Superior to any other similar priced collar on the market.

The Arlington Company
of Canada, Limited

54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

VANGUARD KNITTING WOOLS

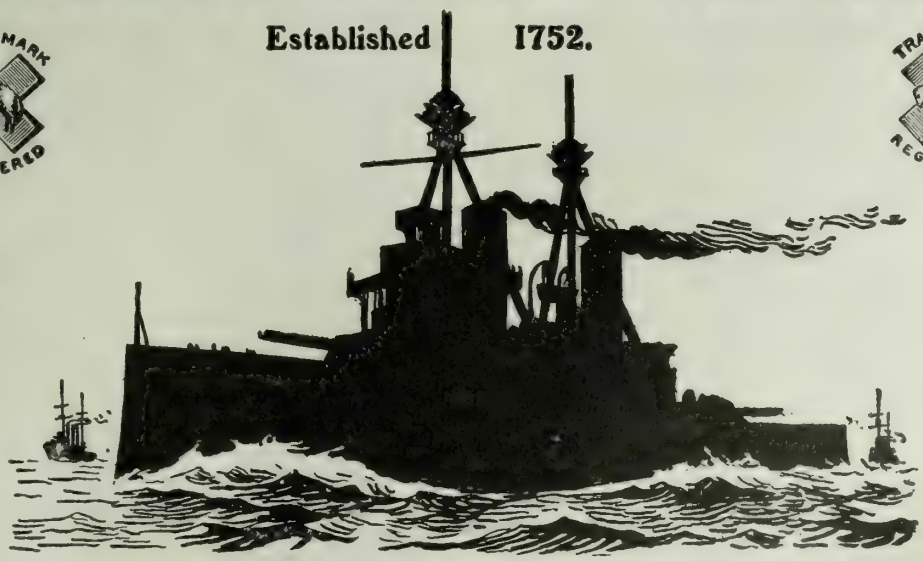
TRADE MARK REGISTERED

Established 1752.

TRADE MARK REGISTERED

Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.



Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

Fire Losses In Canada

ATTENTION has several times been called in the columns of The Review to the disturbingly large fire loss in Canada. That the fire loss in this country is the largest in the world is established in a recent copy of the Conservation Commission bulletin.

The per capita loss in Canada in cities of over 20,000 population, it is pointed out, was $2.88 last year. In the United States it was $2.55, in France it was 84 cents, and in England 54 cents. The discrepancy between the figures as applied to American and to European countries is most significant. The loss in Canada is more than five times larger than in England.

And it is not hard to understand the difference. In Canada the only facilities provided are for stopping fires. In England the object strived after is to prevent fires. Rigid inspection of buildings as to suitability of construction, heating and wiring goes a long way to prevent losses in the old country. A fire there is regarded as little short of a public calamity, to be investigated and tested, with an eye to finding the means of preventing similar occurrences. In Canada a fire is a detail, a regular incident in the course of the day which attracts interest only when it is accompanied by loss of life. As the Conservation Bulletin says: "Unless there is a loss of life our Canadian public regards destruction by fire with altogether too much complacency." Even where loss of life occurs, the complacency of the public is only temporarily disturbed.

Fire losses in Canada are attributable to carelessness, both public and private. Public negligence is shown in the looseness of inspection and regulation of buildings. Structures not designed in any respect with an eye to safety are permitted to be built. Individual negligence is manifested in countless ways. People do not seem to care whether their homes, or stores, or factories, are properly safeguarded. They never enquire as to whether the wiring or piping in the house has been properly done. They leave matches around promiscuously, build bonfires, shoot off fireworks, dump live coals against fences and in innumerable other ways court visitation from the fire fiend. The huge fire loss in Canada is due purely and simply to the indifference of the authorities and the deplorable carelessness of the public.

This is a question which materially affects the retail merchant. Not only does it increase his risks of loss but it very materially adds to the amount of insurance that he has to pay. As long as the fire loss in Canada continues at this alarming rate, the merchant will have to foot the bill in the form of high rates.

Canada should not be content to rest under this unenviable notoriety. An effort should be made to stir the public conscience.

Making the Most of the Christmas Trade

Continued from page 52.

which prove the rule. The average person leaves his or her shopping until the last week, or in a great many cases until the very last day. Procrastination, which is the thief of time, is also the bane of the retail merchant, for it leads to a large majority of people leaving their shopping until Christmas Eve, and expecting the merchant to give them the same service and the same selection which they would have had they attempted to carry out their shopping at a more seasonable and reasonable time.

The store staffs are so rushed that they cannot give proper attention to the persons they are waiting on; in fact, they frequently have to wait upon four or five parties at the same time. Deliveries cannot be made. Everything is in topsy-turvy condition. It is generally the case that the store staffs have to work until well after midnight on Christmas Eve in order to catch up on the business which pours in at the last moment through the procrastination of Christmas shoppers.

It is, therefore, incumbent upon the merchant to improve conditions as far as lies in his power. If he can induce more people to make their purchases at an earlier date his own profit will be increased therewith.

There is only one way in which this can be done. The merchant must keep continually impressing upon the public the importance to themselves of doing their shopping before the real rush begins. This can be done by starting to display Christmas goods early, by advertising early and continuously. It should be borne in mind that the average person does not leave shopping until the last moment through malice aforethought but rather through carelessness. "I will leave that off until to-morrow," is the mental attitude of the average person to the question of shopping. But, as in everything else, to-morrow never comes. In this way, they keep leaving it off day after day until the very last moment, when it is impossible to leave it off any further. It is only this fact that finally does force some people to get down to business. If proper methods were taken to keep before the minds of such people the fact that Christmas is growing closer all the time, it is certain that they could be induced to start their work of gift-selecting long before the time they do when left to their own resolutions.

The mens' wear merchant should leave nothing until the last moment that can be done in advance. Show and price cards should be done as far ahead of time as possible and an effort should also be made to get the advertising copy up in advance. When the rush is on, the merchant and salesman will have little time to attend to such things. It is doubtful if it is possible to turn out the best copy when rushed for time, so it would serve many purposes to have the matter written before the rush begins.

The head-light turned on Carhartt's Overalls

From the railroad man's viewpoint

Perhaps the severest test possible is given overalls on the road. The cinders, the handling of freight, the grease of the engine, the shovelling of coal, climbing around freight cars, handling ties and steel, everything is there to test the durability of overalls.

It is here that **Carhartt Overall Uniforms** have reached the height of popularity because they stand the test. They give freedom because of their roomy proportions, and have the self-adjusting suspender. They give service because they are made of the best materials, sewed with the best thread, and reinforced where they receive the greatest strain. The safety watch-pocket keeps the watch from coming in contact with cinders, which is a big consideration with a railroad man, who, of necessity, must keep his watch in perfect condition.

Our proposition to you

Whether you have a railroad man's or machinists' trade, an ordinary laboring man's and farmers' trade, or the trade of the autoist, you should send for our trial order of Carhartt Overall Uniforms and Gloves. We will send it on sixty days' approval, returnable in whole or part at our expense.

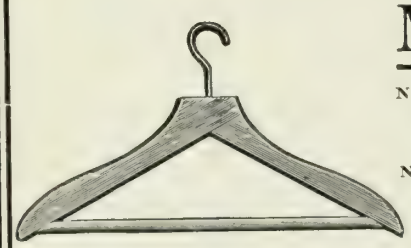
You can't lose. Why not write a card for it to-day?

Note.—We make everything in overalls, corduroy pants and gloves for the working men.

Hamilton Carhartt
Manufacturer, Limited
TORONTO **DETROIT**

This Store Equipped with Taylor-made Rack System

Made in Canada

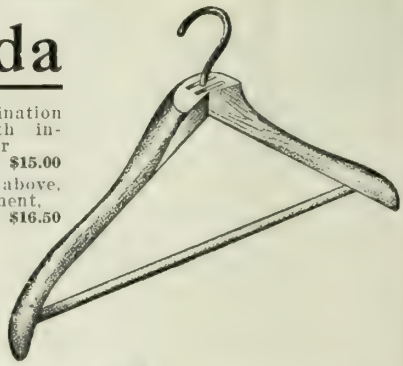


No. 33 I.B.—Combination Suit Hanger .... per 100 **$7.50**

No. 33B—Boys', 15 inches wide ..... per 100 **$7.50**

No. 74 B. — Combination Suit Hanger with inserted Trouser Bar ..... per 100 **$15.00**

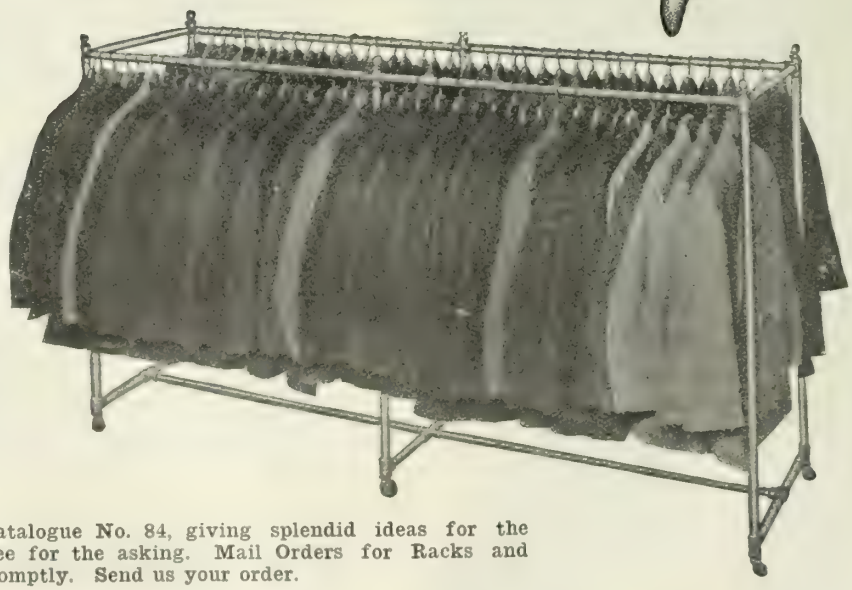
No. 78.—Same as above, with wire attachment. .....per 100 **$16.50**



Made of Polished Steel Tubing

No paint, no rust, no tools or trouble to set up. Shipped crated K.D. Ball Socket Rollers.

6 feet long 6 post..**$10.00**
8 feet long 6 post.. **11.50**
10 feet long 6 post.. **12.50**



Made of Oxidized Steel Tubing

6 feet long 6 post..**$13.00**
8 feet long 6 post.. **14.00**
10 feet long 6 post.. **15.00**

Suit Racks, 5 feet high, 26 inches wide. Overcoat and Ladies' Garments 6 feet high.

Our Complete Catalogue No. 84, giving splendid ideas for the window man, free for the asking. Mail Orders for Racks and Hangers filled promptly. Send us your order.

The Taylor Manufacturing Co.

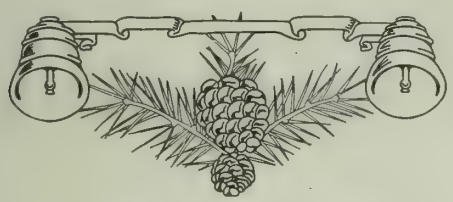
82 Queen Street North, HAMILTON, ONT., John D. Moser, Manager

Criticisms of Some Seasonable Advertisements

Four Ads. Dealing With Overcoats Analyzed and Discussed—The Value of Leaders and Price Quotations—Lack of White Space a Common Fault With Retail Ads.

DURING FALL and early winter the attention of the advertising man is devoted largely to overcoats. Being the big selling line of the season, they naturally commandeer the bulk of the advertising space. A number of overcoat ads., selected at random from a pile of exchanges, are presented and a careful analysis of same will be of interest to advertising men.

Livingston's, Kingston, is an advertisement of considerable merit which could, nevertheless, have been made doubly effective by a rearrangement. A better lay-out would have been devised by dropping the border around the whole ad. and running one around the reading matter only, joining it to the rule beneath the illustration by curved joint rules. The value of the illustration, which, by the way, is an unusually good one, would have been enhanced in this way. Standing in white space above the ad. proper it would have double prominence.



Christmas Haberdashery

¶ If in doubt what to give your men friends for Christmas, remember you can make no mistake by deciding in favor of some article of men's wear.

¶ We have a very complete assortment of ties, shirts, gloves, etc., and will be pleased to assist you in making an appropriate selection.

¶ Our newest importations of New York and Chicago cravats present an excellent opportunity to secure the very latest materials and shades.

¶ An inspection will convince you that this is the store at which to secure acceptable gifts for your most discriminating gentlemen friends.

Harry Russel

259 Blair St. ∴ Regina

A Suggestion for a Christmas Advertisement.

CLASSY OVERCOATS

In selecting your overcoat why not avail yourself of the "unusual" overcoats we offer and secure an overcoat that is not only "elegant," but at the same time "different."

We're showing all the conservative models, as well as the Button Through, Belted Back, Shawl Collar and other smart styles.

There are overcoatings with a close nap, rough surface fabrics, Chinchillas and a gorgeous collection of new and handsome mixtures.

Priced Fairly $12.00, $15.00, $18.00 to $25.00

If you're after downright comfort in an overcoat, just investigate the Shawl Collar Overcoat proposition.

LIVINGSTON'S
BROCK STREET

A little out of the way but it will pay you to walk.

WE take pleasure in announcing our complete readiness for Fall business. We welcome you to see our unusual display of new Fall styles for men and boys, and to share in the distribution of our quality merchandise at moderate prices.

New Suits and Overcoats for men and boys : : : :

Fall's newest things in Hats, Caps, Shirts, Sweater Coats, Neckwear, Underwear, Socks, Braces, Collars, etc., etc. : : : :

Corkery's
CHEAP CASH STORE

Front St., Campbellford

Livingston's, Kingston, is an advertisement of considerable merit which could, nevertheless, have been made doubly effective by a rearrangement. A better lay-out would have been devised by dropping the border around the whole ad. and running one around the reading matter only, joining it to the rule beneath the illustration by curved joint rules. The value of the illustration, which, by the way, is an unusually good one, would have been enhanced in this way. Standing in white space above the ad. proper it would have double prominence.

Another advantage would arise out of this rearrangement. To look well, the matter would have to be set in smaller type and, if a generous margin were left around it, the result would be a doubly attractive ad.

The heading "classy overcoats" should be set in smaller type and in upper and lower rather than in caps. As shown, it is out of proportion to the rest of the advertisement, an effect which is heightened by the dissimilarity in the length of the two lines. If set in smaller type, the heading could have been put into smaller type.

The matter is well written and goes right to the point. Altogether, a very good ad.

Corkery's, Campbellford, Ont., is a neat advertisement and to a certain degree an effective one. The lay-out could have been improved in one respect only, viz., by setting the first paragraph in slightly more condensed form to allow of a better margin on either side. The ad. itself could have been improved in one respect also; either by quoting prices or by referring to the illustration in some way. The ad., as it reads, has no focussing point, no peg on which

What's Your Money Worth?
IT'S WORTH MORE in some places than it is in others—more in this city than in any other city in Canada—more in the one price cash store than in the store that does a credit business—more at the Prowse Store than any other we know of.
For when you buy anything here you get one hundred cents worth for every dollar of price. There's nothing tacked on to take care of the bad accounts that are never paid—we do a strictly cash business and our goods are marked at the lowest possible price.
Even the necessary retail profit is almost entirely taken care of in our cash discounts from the manufacturers for with our enormous business, we are the largest cash buyers of Good Clothes on P. E. Island, and get many price advantages that the small dealer cannot obtain.
So whether you spend much or little here, you'll find your money worth more—able to bring you better style, better value, better satisfaction—At the live store than anywhere else, to say nothing of the infinitely greater stock and variety which we place at your disposal
To Cite One Instance From Each Price Extreme
A SINGLE BREASTED ULSTER, made of a good heavy weight of a very serviceable English tweed overcoating, in popular patterns of grey and brown, showing the new stripe effects. The body lining is of good quality Italian cloth with hair cloth sleeve linings. The average length is 50 inches. It is tailored in the Prussian collar style, which buttons close to the neck. Skilful designing and A 1 workmanship combine to make this a perfect fitting coat, and the very low price makes it a bargain. Sizes 36 to 44
$6.00
THE DUKE COAT—In every way fit for a King is this high grade ulster, made from selected all wool English overcoating in an almost plain pattern of a most fashionable red brown, without superfluous weight, it will give the maximum amount of warmth. The soft, woolly finished surface of the cloth, gives it a decidedly dressy appearance. It is cut double breasted, with the best two way convertible collar, belt across back, and the new sleeve. A garment in which there is absolutely nothing left to be desired. Sizes 36 to 44
$17.00
Other Prices $7.50, 8.00, 9.00, 10.00, 11.00, 12.00 15.00
PROWSE BROS LTD.

to hang its appeal, as it were. A specific description, a heading of some kind is needed with every advertisement, no matter how small, to give it the "punch."

Prowse Bros., Charlottetown, P. E. I., have here an ad. which has many good points and few faults; and the faults are all typographical. It starts out with a good introductory talk, perhaps a little too lengthy but bound to win attention at that. It gives a range of prices and thoroughly describes two coats, wisely selecting them from each extreme in price. The illustrations, although inclining to the extreme of commonplace so often seen in style drawings, clearly indicate the trend in overcoats and so are effective.

A few errors of omission and commission were fallen into in the make up of the ad., however. In the first place, the heavy ornate border would have been a liability rather than an asset even if it were new; but in its battered condition, it looks far from attractive. It is much too heavy. A thin, single-rule border, placed at the outside of the space to allow as much as possible of that all important publicity ingredient, "white space," would have been much more effective. If the firm name had been printed in upper and lower and caps rather than all in caps and the rules above and below had been discarded, another typographical improvement would have been effected. Also it is hard to see what advantage has been gained by making two changes in the measure of the introductory matter when one change would have been sufficient. As set, the matter has a rather broken up appearance and is hard to read.

John McLeod, Sudbury, has an ambitious ad., dealing with all lines of mens' wear, with overcoats as the headliner. Whatever criticisms are to be made of this ad. are also along typographical lines. In the introduction, a keen desire for emphasis is shown, phrases here and there being set in larger type. The desire has been indulged in to such an extent that

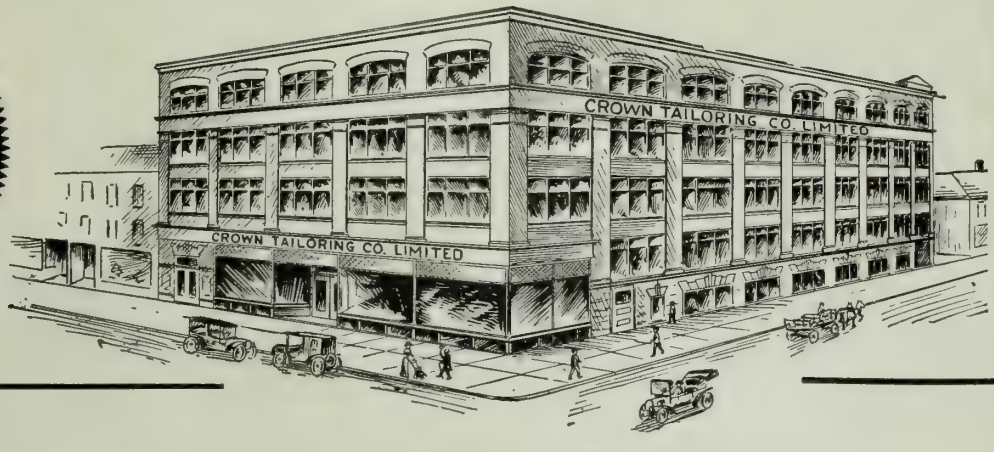
FALL and WINTER CLOTHES for MEN
Men! Just come in and SEE OUR fall and winter suits and overcoats. When we slide them on to you, and you see the PERFECT FIT; when you examine the cloth and learn its QUALITY; when we show you the superb MAKE, you will WANT our clothes. And when we surprise you by telling you the LOW PRICE, you will BUY. We have an entirely SEPARATE DEPARTMENT for our men's wearables, from head to foot, and our EXPENSES for doing business are less than those of small stores.
Men's High-class Overcoats. Men's Suits.
Our Overcoat Racks are groaning under the load of Choice New Garments that they are carrying.
One special coat is made from extra heavy diagonal brown and black mixed tweed, produced in that large, roomy effect double breasted, with self collar, made fairly large, lined throughout with heavy Italian cloth, and faced with good quality hair cloth, sleeve is lined with slip cover lining, and in all is a perfect winter coat $10.00
Extra Heavy Tweed Coat, made from good quality all-wool diagonal cloth, brown and black mix, large roomy coat, with belt at back, double breasted, with Ulster collar, very heavy lining, and a purely comfortable winter coat $17.00
Men's extra heavy Oxford grey Ulster Overcoat, very heavy, bulky cloth, belted back, self lined, with nice slip on lining and good heavy wool worsted wrists, one of the most comfortable coats shown in the trade and very specially priced for a high class garment ... $25.00
Many other Coats and Prices to show you and you will not be satisfied unless you see ours before purchasing
Two very special Suits made to either a grey or green mixed tweed, of good quality, of nice weight, and exceptionally well tailored and trimmed, and priced for quick selling at $14.00
Men's Navy Blue Suits of extra good quality English worsted, nice bright color and fine weave, very high class tailoring in either single or double breasted makes, and worth more money. Special at $16.00
Men's Odd Pants
A range of Pants that will cover your wants no matter what you want. We have them from a cheap working Pant to the very best in heavy working, or those for better wear. Prices range from ..... $1.35 to $5.00
Men's Corduroy Pants
Look over our Corduroy Pant Stock in extra good quality, at per pair $3.50 $4.50
Men's Sweater Coats
Knitted Coats are used by every man, woman and child these days. Let us show you ours, chosen from the very best in the Canadian trade, and some are exclusive for this store. Let us show you a Marathon Coat, it is the best for the money $4.00
Mens' Winter Caps.
Two big cases of winter Caps have just arrived; all the new things from Canada's best makers. A cap for business, sport, or travel, comfort and warmth in all the new fabrics to satisfy your particular taste, and also suit your purse.
FELT BOOTS
Secure your Felt Boots. 15 cases unpacked this week, from babes to men's No. 12, get them early in order to get just what you want.
INVICTUS SHOES
Invictus Shoes for Men, the best Canadian Shoes, and the equal of any shoe on the continent, to be secured at McLeod's
Granby Rubbers
Do not forget we are Agents for the Granby Rubbers, they cost no more than others, and considering the style, make and wear, you are away ahead by wearing Granby.
MEN'S UNDERWEAR
Practically every maker of good underwear is represented in our large stock but for heavy hard wear look over the (Stanfield Brand) red, blue and black label. This underwear has a feature found in no other, the cloth used to make the drawers being heavier than that used in the shirts. You know what that means, for the drawers wear out faster, and you require heavier drawers than you do shirts. These garments are sold at standard prices all over Canada, red label $1.25, blue label $1.50, and black label $1.93, or 3.75 per suit. If you do not want Stanfield's see our Pen Angle Shamrock or Wolsey makes, we can interest you in price.
Store Opens 7.30 closes 8 p.m. every Evening except Saturdays
JNO. McLEOD
Phone 135 SUDBURY
CASH AND ONE PRICE.

the purpose has been defeated. There is so much emphasis that no phrase really has any particular distinction. If a public speaker declaims at the top of his voice all through the course of his address, his most impressive passages fall flat for the reason that there is no higher height of declamation to which he may go. The old fable of the Wolf cry illustrates why too much emphasis in an ad. is far from effective.

Another criticism which occurs at once is on the score of the large number of rules used. If the row of four panels dealing with "men's sweater coats," "men's winter caps," etc., had been individually paneled and all other rules eliminated, the result would have been more pleasing and effective.

At a supper in Ireland recently Sir George Armstrong wore coat and trousers of black velvet, the coat double-breasted and held closed by black silk braid frogs. The waistcoat was of black poplin, and single breasted.

While London's swellest tailors are holding to a plain body-fitting Chesterfield overcoat this Fall, a big business is being done all over England in belts and pleats of every description. The "Guards" mentioned in October mid-issue of The Dry Goods Review, are quite popular.



Six square feet *of* Floor space and the Crown Tailoring set *of* samples will increase your revenue hundreds *of* dollars

All you require is a table, just large enough to hold the Crown Tailoring set of samples, measuring chart and style sheets and you will be amply prepared to take care of your trade that prefers tailored-to-measure clothing.

This trade is increasing every day with the result that hundreds of ready-to-wear departments are greatly increasing their revenue every year with little or no outlay attached, and practically no expense, by putting in our outfit.

You can do the same, no matter how select or how ordinary a trade you may have.

Every Crown Tailoring garment has behind it an established business, built on honorable dealings, satisfaction for the merchant and a square deal to the public. Behind Crown Tailoring garments are facilities that as yet are unequalled in the trade.

Every order sent in, gets the very best attention of expert cutters, operators and finishers. Only the best materials are used, consistent with the price charged. Every stitch with the Crown Tailoring label attached gives 100 per cent. value for the money.

If there is no Crown Tailoring agency in your town write for it to-day.

It costs you nothing to learn about our proposition. It may mean hundreds of dollars to you to know about it and to take it up.

WRITE NOW.

The Crown Tailoring Co., Limited

Our New Address: 533 College Street, TORONTO

Should Selling Price Be Marked in Code?

A Problem of Vital Importance to the Men's Wear Merchant—Some of the Disadvantages of the Secret Code System—Methods of Marking Cost Prices.

DOES IT pay to mark selling prices in secret code? This custom is still followed out in many men's wear stores and the question, therefore, has become a pertinent one.

The consensus of opinion in the trade is that it does not pay to have prices marked in secret. One cannot help but agree with this opinion when it is considered that the one-price-to-all principle now holds good in practically all men's wear stores. Only in stores that cater solely to transient trade is it possible to deviate from the rule of one price to all. In stores of this class, salesmen frequently ask customers for the price which they think the customer will be prepared to pay. It is obvious that this can be done only when the salesman feels sure that he will never have occasion to wait upon this customer again. In the average men's wear store, it is impossible to do business profitably and permanently unless strict adherence is made to the one-price-to-all principle.

In view of this well established fact it is hard to see what excuse there could be for marking price marks in secret code. There is a price fixed for each article in the store, and the salesmen have no authority to deviate from that price in any case. Why then should not the price be marked so that all can see

Except where a certain latitude is lent to the salesman in the matter of price, there can be no advantage in marking selling prices in secret code. There are, however, many disadvantages which go with this system. With many customers it will arouse a sense of suspicion. The fact that the price is marked so that he cannot understand it will lead many men to think that the salesman is offering the article to him at a higher price than he might offer it to others.

To illustrate this point let us consider an occurrence which is very common in all stores where secret marks are still used. A customer has asked for a suit of clothes, and has been shown a suit which the salesman offers him for $20. He suggests that he might want a better quality article and is shown a second suit which is priced at $25. It may be that the second suit does not show the extra quality warranting the $5 more asked for it. The customer has never seen the salesman before. It is not unnatural that the thought might occur to him, "This man is taking advantage of me because he knows I am prepared to pay more than $20. This second suit may be no better than the first." This sense of suspicion is very liable to spoil a sale under such circumstances

Suspicion can be aroused in countless ways where prices are marked secretly so that customers cannot tell themselves what the price of the article is. In many cases this suspicion is a well grounded one. There are unfortunately stores which take advantage of the customer by means of secret marks. The number of stores of this class is comparatively small, but still enough of the practice is going on to make it risky for a reputable merchant to adopt any principle which would leave him open to suspicion of the kind.

IT LEADS TO HAGGLING.

Another very tangible disadvantage attaches itself to this way of doing business. A customer can only think of one reason why the merchant should mark his prices in this way. He concludes that there is no set price on the article, and that the merchant is prepared to change it if occasion arise. Naturally enough he concludes that it will be possible for him to beat the price down some, and he proceeds to haggle with the salesman on that score. If the price had been marked in plain figures, the salesman would have had no difficulty in convincing the customer that he had no power whatever to change the price of the goods. The secret selling prices let salesmen in for a great deal of trouble on that score. If a merchant has no intention of cutting the price of his goods he should at once abolish the secret selling price system.

THE COST MARK SYSTEM.

This refers, only of course, to the selling price. Cost prices must in all cases be marked in secret code. Cost marking is a problem which has bothered many men's wear dealers. Codes of a widely different nature have been tried with a very small degree of success. All these systems, modern and obsolete, are still in use in the trade. The main object of marking the cost price is to have it readily obtainable in reckoning the profit to be obtained on any article or for purposes of stock taking. At the same time it is hardly necessary that this price should be secret to everyone but the dealer himself or in some cases to the salesmen. As a general rule the merchant does not desire to have even the members of his own staff initiated into his cost prices. The reasons for this are obvious. If the salesman knew the exact cost of an article he might in some way allow customers to find what this figure was. The average person, having no idea of the cost of doing business, is prone to believe that the retailer makes an enormous profit on everything he sells. If he were to learn that an article offered to him for $1.75 had been purchased for $1.10 he would be inclined to think that the merchant was

If you're hunting for
Seasonable
Christmas Lines
Read this—

"Just the goods you want, *when* you want them"

MOTOR SCARFS

(Pure Silk and Artificial Silk)

These scarfs are in big demand for Holiday selling, and our stock is very complete.

Magnificent value in **Artificial Silk Scarfs,** in Pearl and Cream, beautiful weaves, at

$4.50 $6.00 $7.50 $8.50 $10.50 $12.50 $13.50
$15.00 and $18.00 per dozen.

A rare collection of **All Pure Silk Scarfs,** rich and heavy, made from the finest Italian raw silks, and manufactured by one of the largest makers in Macclesfield, England. Note this exceptional price range—

$21.00 $24.00 $27.00 $30.00 $33.00 $36.00 $39.00
$42.00 $45.00 $48.00 $55.00 $60.00 $66.00 per dozen.

In **COLORED ACCORDION WEAVE** we have a line in Shot Effects in Black and White, Black and Scarlet, Black and Sky, Black and Blue, selling at $6.00, $9.00, $16.50 and $21.00 per doz. These are splendid value.

SEND IN YOUR LETTER ORDERS AT ONCE

We will prepay all charges for mail orders and offer a SPECIAL DISCOUNT of 10 per cent. off all orders payable January 3rd.

(All the above are packed in individual boxes.)

DON'T DELAY. WRITE TO-DAY.

Crescent Manufacturing Co., Limited
Montreal

making a profit of 65 cents on the transaction, whereas in reality a large share of this apparent profit would go to pay the overhead expenses of doing business. Therefore, as the average person is not in a condition to accurately judge the proportion of profit, on the selling price, it is unwise to allow any knowledge of cost prices to leak out.

It is also true that, when a salesman knows the cost price of an article, he may sometimes be inclined to lose faith in the article. It may have been one of a job lot picked up by the merchant at a very low price, but which is perfectly good value at the selling price marked. The salesman, however, does not know any of the circumstances connected with the purchase of the article. If he can decipher the cost price and thereby learn that the profit on this article will be considerably in excess of the usual margin of profit, he is likely to feel that he is selling that article above its real market value. If he is a thoroughly conscientious salesman, this knowledge will not help him in making sales, as it will to a certain extent dampen his enthusiasm in the article in question. His arguments, unconsciously perhaps, will lack the ring of sincerity which is needed to close the sale.

SOME SYSTEMS.

A system which was once used to a very general extent was to pick out a word of ten letters, each letter would be selected to stand for one number; thus if the word "important" were selected it would stand thus: i for 1, m for 2, p for 3, etc. Thus if the cost price were $1.25 it would be marked imr. This system was so simple and transparent that it did not serve the double purpose, and as a result has passed out of general use to a very great extent.

Still another system used at one time to a very great extent was to adopt one number and to add to that the exact cost of the article. For instance, the number 125 might be selected. In cases where the article had cost $1.75 the cost mark would be put down 300. The same drawbacks were found in connection with this system. It did not take the salesmen in the store more than a very few days to learn what the code was, and thus to figure out the exact cost of each article offered.

A system has been developed of recent years, and is now used in most of the larger stores in Canada and the United States, which seems to fill every requirement much better than any system previously brought forward. With this system the stock books are divided into departments and a letter is used to designate each department. Starting wtih the first of each year invoices are entered up as they come in. Full particulars with reference to each received shipment are entered, such as the nature of the goods, the cost price and the name of the firm from whom bought. Each entry is given a number. Tags are then made out and attached to the goods, containing the letter to designate the department, the year, and the number of the entry and selling price. To demonstrate the point, an actual transaction may be traced. A consignment of hats is received costing $18 per dozen. It is, let us suppose, the fifth assortment of hats secured during the year. It has been marked to clear them out at the selling price of $2.50. Tags would be made out as follows: H, 13, 5, $2.50.

This system will have many advantages which will appeal at once to merchants. By referring to the tags it is possible to find the cost of the goods by referring to the book. Information given on the tag is so complete that no difficulty would be experienced in finding the cost on the stock book. At the same time no hint would be given to salesmen or customer as to what the actual cost price was. Only by referring to the books would the salesman be able to secure this information, and needless to state his facilities for this would be very limited. Another advantage would be that the public seeing the number 13 on the tag would at once assume that the goods offered were stocked in the present year. This would be an assurance that they were buying new goods and would doubtless assist in making the sale.

Seventy-Five Years in Business

THE firm of Score & Son, Limited, 77 King St., Toronto, have achieved the unique distinction of having been seventy-five years in the clothing and men's wear business. They can claim to be among the pioneers of the business in Canada.

Richard Score, the founder of the institution, was born in 1807 and sailed from Plymouth for Canada at the age of 27 in 1834. The voyage was made in a sailing vessel, which took three and a half months to make the trip from the Old Country to Quebec. Four years afterward, in November, 1838, he started a little tailoring store on Duke St. He adopted the motto "Clothes made on Honor." Shortly afterwards his store became known as "The House that Quality Built." The business grew rapidly, and in 1843 it was moved from Duke St. to a spot near the present location on King St. It is interesting to note that the store at that time was surrounded by fields and the founder actually pastured cows in a field to the West of where the store now stands. Residents of Toronto will find it hard to credit the fact that the site of the large office buildings at the present day was used for this purpose such a comparatively short time ago.

The founder of the business died in 1896, leaving the business to be carried on by his son, and grandson, R. J. Score, President; Frank M. Score, Vice-President, and Fred L. Score, Secretary-Treasurer.

By way of commemorating the three-quarters of a century mark the firm are issuing a pamphlet giving the history of the business.

A Cold Weather Story

It's a cold day—a man is going to business—he is reading his Newspaper in the Street Car—the car is cold—he feels chilly and reads a

"CEETEE"
UNDERCLOTHING

advertisement in the paper, or one of the striking posters on the street—it tells him "Ceetee" Underclothing will keep him warm and comfortable this winter.

The seed of the sale is sown. The cold day continues—perhaps the man's office is cold—returning home that night he sees ***your***

WINDOW DISPLAY

of "Ceetee" Underclothing—the final reminder is given—he enters *and buys.*

This is just one instance of the particular value of "Window Displays" NOW, while our advertising campaign is in full swing.

Display "Ceetee" Underclothing NOW and reap the benefits of larger and quicker sales.

With every order of "Ceetee" Underclothing we send a quantity of attractive literature and cards that are very valuable in decorating your windows and stores.

If you have mislaid these—let us know and we replace them.

THE C. TURNBULL CO., of Galt, Limited

GALT, Ont.

Spring Will Bring Some Startling Innovations

Red Stripes Bid Fair to Cut a Figure in Shirts—Colored Stripes in Colors Are Also Predicted—In Neckwear Wider Knitted Ties Are Now Having a Run—What Retailers Are Selling.

YOU ARE going to see—and carry—red shirts next Spring, if the prophecy of a London fashion authority in a letter, just received by a Canadian manufacturer of shirts, comes to pass.

A red stripe, he says, will be one of the new lines for Spring; not only the thin unobtrusive, red hair line, but the wide, cannot-mistake-it effect. Pink has been promised—and bought—weeks ago. Now comes its twin, so let blue and black beware.

Style No. 2.—Colored collars worn as a regular thing with colored shirts, but not to match. In fact they will be fashionable only if they do not match. People were right in throwing away their colored collars this Summer when they came as part of the price of colored shirts. They will be right in doing so next Spring, but they must at the same time choose a different kind of colored collar, and the "proper" kind is one with a narrow hair line pattern of light, delicate shades, blue, mauve, heliotrope, etc. Much the same as the light colorings, self effects, for the silk shirts next Spring.

Do you get it?

With that fleeting glimpse into the future the curtain falls for this month and we take a look around the stage of men's wear for late Fall, 1913.

WIDER KNITTED SILK TIES.

Perhaps the most noticeable development since last issue has been the sudden appearance of wider knitted silk ties. For years these have come out season after season in the same narrow 2-inch derby or straight tie effect, never varying, until their supremacy, or rather their very existence was challenged and threatened by the wide, and ever wider, flowing ends, and bias patterns in the rival silks. But at last the knitted silks have taken the hint, though it had to be bawled out long and loud, and behold we have them in their 4 inch glory. Not quite so splendid looking as the other flowing ends around them, but still making a much braver show in the window for the merchant, and bulging out in some sort of a proud flare below the knot. The move has saved their lives, even although the selling price is fifty cents more apiece.

Quite a nobby looking line of these knitted goods, mostly in the narrow widths, have come over from England, in white and black effects, with narrow stripes, and heavier crossbars, and greyish mixtures. They are labeled the "latest craze in London."

Talking of increasing the girth of ties, The Review was shown some that have all the others faded in width. From tip to tip they measured full twelve inches and are wider all over! They are expected to fit in well for Christmas selling. They come mainly in poplin silks, plain and in striped effects. To offset these some corded silk samples are shown, narrower than usual, with a wide border of black near the ends, and the rest all-over patterns or stripes.

Plaids are also being shown by several stores, usually in fancy boxes to catch the Christmas buyer.

And of velvets? Has the time indeed come to write their obituary? No they still live but tie physicians hold out no hope of recovery and pretty generally agree that their strength will not carry them over the beginning of the year. It was a short and merry life, of a few months. A couple of manufacturers who got in early report that they cleaned up well, but neither stocked heavily for Christmas and they are content to get rid of the small portion of the stock still remaining without adding to it. Some who got into the game late, may be caught with quantities on hand. One of the difficulties, outside of the thickness and consequent awkwardness in tying, has been that the introduction of velvets was mainly in the cheaper lines, 50 and 75 cents, and as was pointed out in The Review some weeks ago in quoting a merchant in London, Ont., when a new style in ties starts in with cheaper lines, it can never be brought up to the more expensive, and hence, never reaches the clientele that are usually required to perpetuate a fashion for any length of time.

BOWS FOR WINTER?

The bow tie is starting in again with new vigor after its rest since Summer, and one firm expressed the opinion that with the bow collar, rather than the double, it would hold a place for several months. This idea is by no means general, however, and many would postpone the bow to Spring wear.

FLANNEL SHIRTS IN DEEP COLORS.

The flannel shirt is having steady sales this Fall, chiefly in stripes. Unlike the linen no objection is taken to deep colors, and if sales are considered, popular taste in these runs to deep shades, such as would be rejected hopelessly in the other lines, pinks, greens, blues and browns, meeting with approval.

(Continued on page 87.)

KANT KRACK

COATED LINEN

COLLARS

Quality + Appearance + Economy

"One grade only, and that the best."

This policy of making only the very best is the foundation on which the success of KANT KRACK Collars are built. Made of fine linen, coated with a waterproof preparation, these stylish collars combine quality, and appearance with laundry bills cut out. Made in all the season's leading styles.

Sold direct to the Trade.

MADE IN CANADA.

The Parsons & Parsons Canadian Co.
HAMILTON, ONTARIO

"KING EDWARD" SUSPENDERS

Retail 50 C. Price

Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

SELL
Dominion Brand Stockings

They Save Endless Darning

The high quality of materials—pure worsted wool; the reinforcing of the usual weak spots; and the fast colors with which these stockings are dyed are some of the reasons why Dominion Brand Hosiery is by far the most profitable line for both merchant and customer. Made to withstand the rough and tumble, every-day use of active Canadian boys and girls, these stockings save the mother from endless darning. We manufacture also the famous line of Dominion Brand Sweater Coats, Toques and Mitts.

Letter orders receive prompt attention.

A. BURRITT & CO.
Mitchell Ontario

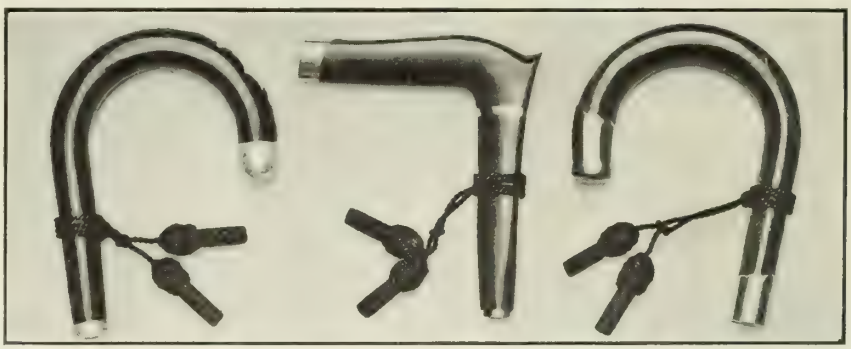
Featuring Umbrellas as Christmas Gifts

Profitable Trade Can be Done at This Season—Latest Styles in Umbrellas—A Tendency for Simpler Styles is Noted—Woods Which Are Finding Favor for Handles.

WHEN YOU THINK of umbrellas you usually divide them into two classes. There is that blessed brand of dollar umbrellas, standing upright in the case outside the store door, that the poor wretch, caught in a downfall, grabs up and appropriates, while he rushes inside, throws down a bill, refuses ordinary counter check for his money, or cover for his goods, and then out again in a trice, monarch of all he surveys, with special emphasis on the rain drops.

Yes, those are the best kind of friends, friends in need those dollar umbrellas, and to the transient they look as good and feel far better than a five-dollar article.

But it is not the rainy day umbrella that Christmas shoppers will think about when they look over your stock. For one that questions you about the wearing qualities of the silk inside the trim, thin cover, the other nine will decide it on the handle, and the chances of his liking the look of it. Nor will he until the January thaw comes round, uncover it to look the "gift horse in the mouth." Umbrellas and parasols are as attractive, sensible and substantial a Christmas gift as most men or women could desire, and a varied stock of dainty designs,—with gold and silver and gun metal trimming, that may encase the whole slender handle of ladies' favorites, or the more plain effects in men's, with simple cap of metal, or inlaid work, or no adornment at all except the beauty of the polished wood in its natural grain,—such a varied stock should well repay the dry goods or men's furnishing store that had the enterprise to place it before the buying public.



NEW STYLES IN MEN'S UMBRELLAS.
These samples illustrate the two types of handles that are most popular at this season, the crook being the newer. No. 1, on the left, is of rosewood and inlaid gold; No. 2, of ebony and gold trim; No. 3, of malacca and gold. Shown by Irving Umbrella Co., Toronto.

STYLES IN MEN'S UMBRELLAS.

Crook handles very strong.

Plainer effects, simple trimming in gold or silver, inlaid, or untrimmed ends.

Light colors in natural woods.

Pimento maple, apple, rosewood, snakewood, are among the leaders.

Ebony preferred in hexagon shape and in hook handles.

Horn and boxwood losing favor.

Tendency to closer fitting effects in closed umbrellas.

INSIDE OF THE MINT EFFECTS.

One looks more to the jeweler's store for the elaborate metallic decorations in handles that suggest an inside view of the Canadian mint. Probably it is just as well under such conditions that the trend of manufacture and of popular taste—in so far as this can be diagnosed in advance—is turning towards plainer effects. One buyer went so far as to tell The Review that the only line he expected to sell for Christmas was the wooden handle, chiefly crooks, absolutely devoid of any suspicion of gold or silver. "Of course," he added, "that is the way I size up my regular customers. Another man will want trimmed stock."

EACH MUST CONSULT HIS OWN CLIENTELE.

It is all the old question of the man in business carrying on a dual study at the same time: the field of production and the tastes of the people who enter his store. Each must judge for himself what is likely to suit his own clientele best. It will rest with The Review to lay before him from time to time, the new things, the novelties, that are brought out, and the general trend of fashions that, sooner or later, naturally will work their way in the selections of his own customers.

FOR SIMPLER STYLES.

It has been said that the whole tendency is for simpler effects in men's umbrellas, as it is, though to a less degree in women's. The "turned" handle as it is sometimes called or more commonly the "hook" must share its popularity with the "crook" to an increasing extent. The feeling towards the latter is a

STIFEL'S INDIGO CLOTH
Standard for over 75 Years

For Overalls, Uniforms, Shirts and Coats

This trade mark on the back of the goods STIFEL is your guarantee against all imitations of the Indigo Cloth that has held the confidence of garment *makers* and *wearers* for over 75 years---on its unapproachable merit.

Nothing can equal Stifel Indigo Cloth for service and satisfaction.

Insist upon Stifel's Indigo Cloth—the world's standard.

CLOTH MANUFACTURED BY

J. L. STIFEL & SONS
INDIGO DYERS and PRINTERS

SALES OFFICES

NEW YORK 260-262 Church St.	ST. LOUIS 426 Victoria Bldg.		
TORONTO 14 Manchester Bldg.	PHILADELPHIA 839 Market St.	SAN FRANCISCO Postal Telegraph Bldg.	
MONTREAL 100 Anderson St.	BOSTON 68 Chauncy St.	ST. JOSEPH 201 Saxton Bank Bldg.	ST. PAUL 242 Endicott Bldg.
BALTIMORE W. Fayette St.	CHICAGO 223 W. Jackson Blvd.	KANSAS CITY 205 De Graw Bldg.	WINNIPEG 400-02 Hammond Bldg.

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Clothes for the Youth of Good Taste

Such are Lion Boy's Clothes. Made in the most up-to-date designs, they appeal to his instinct for style. The fine wear-resisting quality of the materials makes them a most profitable range from the parent's point of view.

It has taken us years to establish a standard brand of boys' clothing, but to-day this standard assures your customers the utmost satisfaction in style, material, fit and wear.

This line stocked in your store will mean more business—more profits for you.

Send us a sample order to-day.

The Jackson Mfg. Company
CLINTON, ONT.

Factories at :— Clinton, Goderich, Exeter, Zurich

natural one, as a buyer figured it out. A man can hang the crook umbrella on his arm while he attends to something else; the other must be laid aside, with the result that frequently it is lost. The Umbrella Seller, one might think, should rejoice at this, but he has enough of human sympathy in him to assist in a custom that will protect his fellow, even at an expense to his own sales and the output of the umbrella makers.

PIMENTO, MAPLE, APPLE STRONG THIS YEAR.

Among the leaders in woods for handles are ebony, a tried favorite, pimento, malacca, rosewood, maple, and apple. Cane is found also. The boxwood that has been in such common use the last few years is now being relegated gradually to cheaper lines. Probably there is not such a feeling towards dull finished wood as there was, and those that take kindly to polishing, such as most of those named above, are being chosen in preference. All are being made in crooks, as well as in the "hook" handle. Nor should that imitation of ebony be forgotten in this list, ebonine, a light-weight black enameled wood. This is particularly strong in ladies' parasols and has extended to men's as well. However the fact that it is lighter does not commend it to the male sex as much, and its chief argument is the smaller cost.

Horns and buckhorns, sterling and gold trimmed are still selling but unquestionably there is a movement away from these towards the natural woods.

SOME NEW DESIGNS.

Coming down to details among the displays of the manufacturers, The Review presents three in an illustration in this issue that represent some of the lines that are being shown. The first is a malacca crook with gold trimming or tip. Malacca is a favorite with the makers this year, and is found in the plain, and "stepped," that is with ridges or rings, much resembling a cane handle. It is trimmed or untrimmed to suit the taste. It may be worth noting here that crooked canes of malacca are one of the features of the year.

Rosewood, rich in color, inlaid with sterling silver is another leader. This is much sought after in the crooks, and is made plain, or with silver tip as well, and is found in very handsome effects in ladies' parasols also.

Ebony is "as good as ever," to quote a manufacturer, but tastes with this seem to run more to the hook than the crook, possibly because a lighter wood seems more suited to the latter. Ebony is good in plain effect, trimmed or inlaid, but the hexagon rather than the round cut appears to be the more popular.

A RIVAL TO EBONY.

A certain rival to ebony is pimento. This is finished in all shades, and some makers claim is more suited for inlaid silver than the ebony as it is a "dry" wood and does not shrink, a danger in all inlaid work. In any case it is proving very popular, round or in hexagon, hook or crook, but seems especially adapted to the latter.

LIGHT SHADES IN NATURAL WOODS.

Pimento fits also into the feeling for "light shades in natural wood effects in crook handles." Advantage has been taken of this in several directions this year with decided success. One of the woods chosen is apple, which has a rich reddish tinge going through it like a grain, and makes up into very handsome crooks. These are left untrimmed, but also mounted in sterling silver or gold. Maple is also seen, treated in similar ways.

Nor should the folding umbrella, ready for suit cases of travelers, be forgetten. These are growing in popularity and form very acceptable Christmas gifts. They are made up in all varieties of handles.

CLOSER FITTING LIKE LADIES'.

There is little need be said, about the rain-shedding portions of the umbrellas as no special deviation has been made this year. Efforts are being made continually, to secure a treatment of the silk that will make it more durable in contact with wet and rusty steel ribs, and the pattering rain. There is a more pronounced feeling than ever before towards a close-fit when the umbrella is folded. This was always strong in women's umbrellas, and for men's the tendency is the same.

NO VANITY BOXES, HOWEVER.

While men are following women's likes in this respect there is no hint of a reproduction of a "vanity box" in the head of men's umbrellas, such as is being shown in women's this Fall. The contrivance consists of a movable top (in straight handles) which can be raised to show a mirror inside, and a receptacle for puff and powder! No, men have not come to this.

MEN'S CANES FOLLOW HANDLE STYLES.

It is not surprising that fashions in men's canes should run along the lines of umbrella handles, and this year particularly they are going strong for light colors in natural woods, such as malacca, maple, apple, pimento, etc. The crook is the favorite also. Partridge malacca makes an attractive cane, "stepped" like cane. Ebony, however, still retains a strong hold.

The new showings in both umbrellas and canes should prove good selling inducements during the next few weeks of Christmas buying.

In Stock For Sorting Needs

One hundred lines of

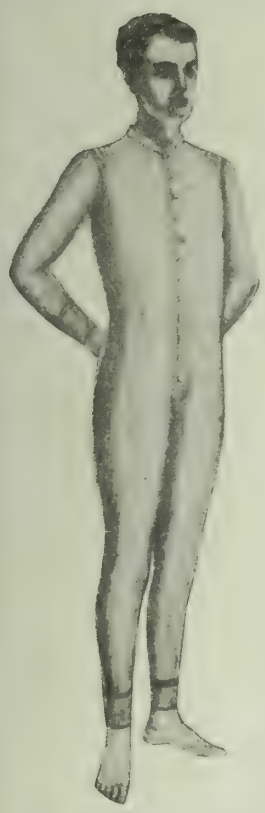
KNITTED AND SILK MUFFLERS

From $3.50 to $72.00 per doz.

Our No. 102, @ $22.50 per doz., is the **only genuine Accordian Muffler** shown in Canada at this price.

Express prepaid on letter orders.

The REGENT SHIRT CO., Ltd.
149 Notre Dame Street, West
MONTREAL



Dr. Neff's PURE WOOL Underwear

Made by specialists

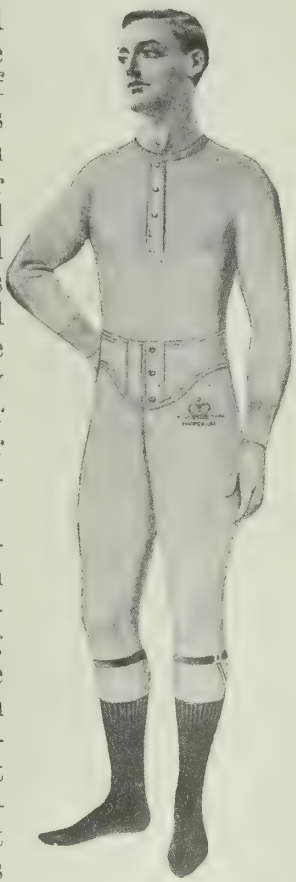
Dr. Neff's Sanitary Underwear is made out of the best materials procurable and manufactured in the most up-to-date health producing manner by skilled workmen who have specialized on men's underwear for many years. It offers you a profitable line to sell and for your customers to buy.

Write for samples.

Thos. Waterhouse & Co.
Limited
Ingersoll Ontario

Mr. W. R. Mosey, Toronto, agent for Ontario. John W. Peck & Co., Winnipeg, for Manitoba, Saskatchewan and Alberta; John W. Peck & Co., Vancouver, for British Columbia and the Yukon.

Experience is the Key-Note of the Success of Imperial Brand Men's Underwear



Experience — and lots of it—in the manufacture of men's underwear is the foundation on which we base our claim that Imperial Brand Pure Wool Underwear offers the merchant and his customer more value for his money than any other men's underwear on the market today.

Since 1880 Imperial has been in the process of perfection. During these thirty-three years we have been studying underwear—nothing but men's underwear—with the result that Imperial Brand has set a standard in men's underwear that cannot be excelled.

We are specialists in Men's Natural Wool, Men's Elastic Knit, Men's High-Grade Imperial, Men's Double Thread Balbriggan.

Your wholesale house will supply you.

Kingston Hosiery Company

Established 1880

KINGSTON, ONTARIO

Christmas card suggestions by Paul O'Neal.

Show Cards for the Christmas Trade

Some Suggestions for Men's Wear Merchants—No Season Will Demonstrate the Utility of Cards More Certainly Than the Christmas Shopping Period—Cards Should be Neat and Artistic, Not Large and "Splashy."

Written for The Review by Paul O'Neal.

POSSIBLY no season of the year will demonstrate the artistic usefulness of show cards so much as the Christmas season. It is just possible that this season widens the sphere of almost every phase of commercialism. It is the one great harvest period for all classes of business, and there are few merchants who do not take advantage of it.

Christmas merchandise may be divided into various groups for the Christmas trade, something as follows: Artistic or sentimental presents, children's presents, including toys, candies, etc., and useful presents which may include presents for every person from baby to grandfather. It is of the useful type of presents to which men's furnishers will have to confine their attention. There is not a line they carry from a suit of clothes to a handkerchief but may be included among the useful presents. In your advertising it may be well to offer this suggestion, that it is the useful present that gives the greatest satisfaction and is remembered the longest.

Many merchants are not content with simply advertising their various lines for the Christmas trade, but of specially preparing these for the holiday shopper. They secure boxes at a nominal cost and put into them handkerchiefs, gloves, braces, socks, ties, etc. These boxes, of course, should have a holly or other Christmas design on them, and the merchant's imprint in neat lettering. If these lines are bought in boxes specially for the Christmas trade, or even for the regular trade, your imprint can be obtained in some pretty design and placed on one corner. This should be neat and artistic, not large and splashy. Goods arranged in this way add much to their attractiveness and selling powers.

It is also at this season of the year that your show windows should be utilized to the greatest advantage. Holly, mistletoe and the new Christmas flower, the poinsettia, may be used lavishly. These are appropriate and make excellent decorations. The size of your window will largely determine the character of decoration to use. If large enough a chimney may be constructed in the centre with Old Santa entering it. If this idea is too large an appropriate snow scene or Santa Claus in some characteristic attitude may be painted on cotton and used in the back.

As mentioned in opening this article, it is at this season that show cards may be used to special advantage. The various lines you are specializing on for Christmas will need ticketing. There will be the various greeting cards also and your window displays. Plenty of holly designs and sprays can be used in these cards, either painted or the real flowers. Do not spare your preparations for this one great season of the year. The cards we offer herewith are merely

suggestive and you may embellish or change to suit your own surroundings. The $24 suit card is panel shape, and may be used for any occasion. The word "Suits" is in white with a half shade in black and air brush tint behind. The figures are in red or brown to harmonize with the air brush tinting.

The "Suiting" and "Overcoat" cards are the reverse shape of the panel card. They are done in red with black trimming and black overlay. The initial letter and figures are striped with either white or yellow and can be outlined with the same color. These are very attractive cards.

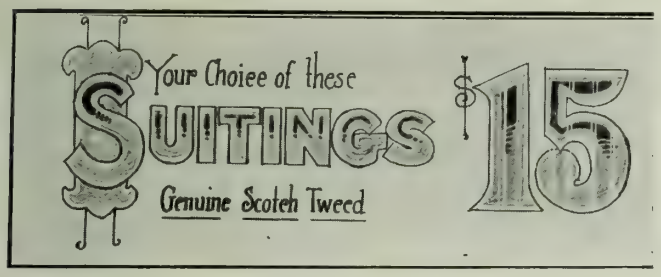
The 75c tie card is one suggesting ties as Christmas gifts. The white centre is made with the air brush and the lettering and figures are in black.

The "Sox" card is another Christmas gift idea. The space for the lettering is done the same as the previous card with the holly spray added. The spray is in green with red berries. The 50c may be in red or black and shaded with a subdued color.

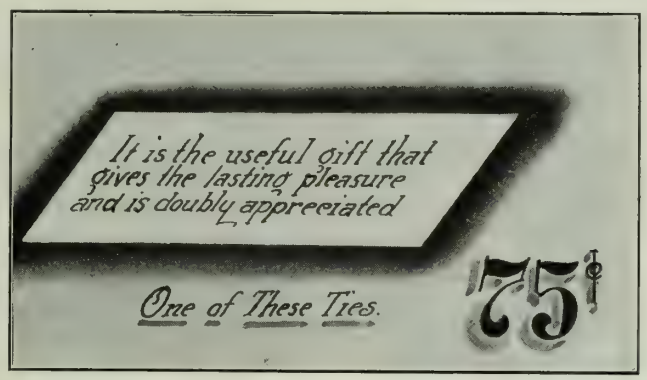
The Old Santa design is a greeting card suitable for store or window. The coat and trousers and top of cap are red with white fur. The "Merry Christmas" is in red and shaded with a subdued color. The rest is in black.

Demand For Small Bosom Shirts

AMERICAN manufacturers of shirts report a rapidly growing demand for bosomed shirts. They are pleased with this tendency as they feel that it may go a long way toward solving the two season problem. It combines negligee comfort with the stiff bosomed appearance, and on that account may help to eliminate the habit men have fallen into of using soft shirts the year round. In fact it is stated that in the United States the sale of soft shirts the year round is declining somewhat, and to a certain extent this tendency can be credited to the growing favor for small bosomed stiff shirts.



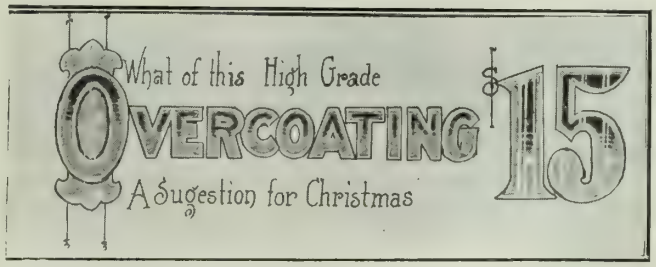
A striking style of lettering for suitings card.



Christmas card done by air brush. This demonstrative form of card proves effective.

Card Suggestions

By PAUL O'NEAL



Another card in same style as above a good suggestion.

Notes

Absence of eccentric colors is a marked feature of the French fabric color card.

Cottons are going higher, according to advices from the South. Retail prices will have to follow suit.

Vancouver, B.C.—Wray & McKee, Limited, who recently had a serious fire in their store, are holding a large fire and smoke sale.

La Soie Artificielle, France, had a net pearly profit of $201,100 on a capital of $289,500. There seems to be a good profit in artificial silks.

Practical Systems in Men's Wear Stores

Methods Employed by Some of Toronto's Best Stores—Methods of Keeping Track of Stock in Various Lines—A Plan for Fitting and Suiting Underwear Customers — Keeping Sales Records in Approved Manner.

DO YOU KNOW when you are running short of any particular size of shirt or underwear, or any special line of ties?

Or do you run the chance of "noticing" it yourself, or having your attention called to it by the clerk who finds the package empty when a customer wants that very size?

That's a "Twenty Minutes Late" plan of running a men's furnishing department, that unfortunately is allowed to stand by many merchants in Canada. The Review, in the course of inquiries among several men's furnishers who pride themselves on suiting their customers and retaining their patronage, was given methods adopted by some of the most wideawake men in the business and will present these in this and subsequent issues.

KNOWS STOCK IN ALL DEPARTMENTS.

For instance: the buyer at Rathbone's, Toronto, can tell at a glance every morning what lines are nearing the vanishing point in shirts, collars, ties, underwear, hosiery, dressing jackets, gloves, belts, handkerchiefs, umbrellas and all the other departments of a well-equipped men's furnishing establishment.

He has before him records made out by the six heads of departments every evening: records of stock in the store, and the reserve stock upstairs in what the manager, A. H. Murray, terms "the wholesale." The record of stock on the shelves in the store, naturally cannot be gone over minutely day by day, for that would involve hours of work apart from the selling, but naturally large stocks cannot be kept on hand downstairs when a large variety of goods pack the shelves, so that this item becomes a more or less negligible quantity. What is more important is to know that if the quarter or half dozen pieces in a special line of shirts, underwear or ties runs out downstairs, there is reserve stock of half a dozen, a dozen, or two dozen, if need be upstairs that can be called on. Thus the daily "stock taking" is not so formidable as it looks at first glance.

THE CHART FOR TIES.

Take, for example, the chart for ties. This is made out on a large piece of card board. The name, in this case "Bengaline" appears at the top of the column and under it the different shades. The numbers next the colors are those of the particular manufacturer of these Bengaline ties. For example, No. 8 represents that shade of blue known as Copenhagen, and No. 5 that shade of grey termed "slate" in distinction with "just grey," No. 6. Thus the buyer would not think of ordering so many "grey" or "blue" ties, for the shades are so many and the distinctions of each maker of ties vary so much: he simply follows the special divisions of the maker of this special line of ties.

The third column shows the number of dozen ties in stock of No. 932 (the manufacturer's branding again), in bias ties, with the number filled in for each shade. The fourth column is for another tie, known as No. 943, a straight or derby shape, and so on. In the Rathbone store, for private guidance, the head of the department adds to "932, bias" letters which represent the selling price of that tie, say "Cm," for 50 cents; or "ty" for 75, and so on.

RECORD OF GLOVES IN STOCK.

In gloves, as seen in the chart given in this article, one column is reserved for each size, from 6¾ to 9 and the kind of tie placed at the top of the first column. In this case a simple device has been adopted as it is thought advisable to keep track of the number on the shelves as well as in the reserve stock. That is, the first line 6. 6. 6. 6., represents the reserve stock and the line below, say 6. 6., the number on the shelves in the store, 24 of one, and 12 of the other. Where no number appears, or a cipher, the buyer knows that an order should be sent in to replenish the stock. A similar system is extended to all the lines in all the departments.

ADVANTAGES OF SUCH A SYSTEM.

In explaining the advantages of some system like this to The Review, Mr. Murray said: "Supposing a 'phone call comes for a certain size of underwear. I, myself, could not be expected to remember the details of the whole stock, and would call to the man in charge. He might not remember, and ordinarily would have to delay the man at the 'phone by looking through his stock. Under our system he simply consults his chart, and we either have it, or know it has been ordered, and will be here, say, to-morrow or next day. We are able to give a prompt and definite answer and in most cases, even if we haven't the goods, can still retain the inquirer by being able to tell him definitely when we can supply his need. The main advantage, however, is that we do not run out of different lines through not knowing they are missing, with the result that there might be a long delay in re-stocking. It also keeps the department heads and myself in closer touch with the best selling lines."

Who are you and why *are* you?

Are you one of the salesmen or saleswomen, or are you a top-notcher, drawing the largest salary? Are you a mere circumstance to the business whose position could be filled at a moment's notice, or are you the cardwriter or adman? Which are you and why are you in that position?

The S.C.S. Mail Courses in Cardwriting, Ad. writing and Salesmanship

will, if you are only one of the minor employees, place you in a position where you will be not a circumstance, but a necessity. Any or all three of these courses will get you in the class with the "fat" pay envelope. You owe it to yourself to look into our proposition. Our courses are prepared by the live men in their respective lines. They are practical courses by practical men. Signify the course you are interested in, sign your name and address in full, mail to-day. Our handsome prospectus is yours for the asking. It costs nothing. It may mean your future.
Don't wait, but write now.

FILL IN NAME AND ADDRESS, RETURN FOR INFORMATION
Showcard Writing, Ad. Writing, Salesmanship
Name .....
Address .....
Mark "X" before subject interested in.
The Shaw Correspondence School, Toronto.

The Shaw Correspondence School
YONGE AND GERRARD STREETS
TORONTO

Wreyford & Co.
TORONTO
Wholesale Men's Furnishers
For Christmas Trade

House Coats from $4.00; Dressing Gowns from $5.75; Silk Neck Wraps from $18.00 doz.; Mercerized ditto from $4.50 doz.; Silk Half Hose and Tie in Wallet, $15.00 doz.; Best Lisle and Crepe Tie in Wallet, $8.00 doz.; Half Doz. Handkerchiefs in Wallets, $10.00 to $24.00 doz.

Young & Rochester
London and Londonderry

"Wyanar" Shirts and Pyjamas—Select Neckwear for Christmas now ready.

Correct Dress Wear

Tress & Co., London and Luton

High Class Hats — Caps and Straws. Latest Styles — The "Rosmar," The "Strath."

J. H. Downing & Co., Leicester
Knit Royal Coats and Hosiery

Dominion Agents for "AQUATITE" Coats for Rain and Shine in Gabardine, Silk and Ulster Cloths.

WATERHOUSE WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR

MAPLE LEAF UNDERWEAR

Maple Leaf Brand Underwear is vastly different from ordinary kinds. It is made of the best worsted wools, and the warmth and wear for which it is famed are knit into it to stay. If you have never stocked this line, do so now. It will give the utmost satisfaction to both yourself and your customers.

THOS. WATERHOUSE & CO., Ltd.
INGERSOLL, ONTARIO
HAROLD F. WATSON, WELDON & CO., Selling Agents
Coristine Bldg., Montreal.

CHECKING OFF IN STOCK ROOM.

Leaving Mr. Murray for the moment—for his 25 years' experience in this same store has given him ideas that have proved eminently useful in salesmanship—a glance at the third chart, that is in use in Dunfield's Yonge Street store, will be helpful. This was devised by Mr. Smith, head of the underwear department. It is worked on a slightly different principle, not so much a daily stock-taking of the reserves, as a keeping tab on the reserve by checking off all packages that are removed to the store shelves. As will be seen, he has a form ruled to provide columns for the different sizes, and on the left the first column is devoted to shirts of various styles and drawers, "knee," "stouts," etc. Each dot represents the usual package that is found, be it a dozen, or half, or quarter; such as is well known to the one who handles the stock. This chart is kept usually in the stock room and as soon as a package is brought outside a line is run through the dot to check it off and these lines increase, of course, as the dots decrease. When only a couple or so are left it is high time to arrange for replenishing.

Of the two methods, both are simple and quite practical, though operated from a slightly different point of view.

MEASURE EVERY ONE FOR UNDERWEAR.

Speaking of underwear, The Review will propound another simple, but perhaps informing question: Do you measure every one who comes into your store for a suit of underwear?

Take it from those who have tried it, it pays, doubly, trebly.

Men are such forgetful creatures when it comes to remembering (or forgetting) those details in a man's life that he considers not worth the trouble. How many of them can tell you the size of socks that fit him, or of gloves, or of underwear? Strange to say, very few forget the diameter of their heads, and that's the very article, and the only one in the list that they do much trying on in a store.

*STOCK SHEET FOR TIES.

Name of Tie	No.	Maker's Number	Maker's Number	Maker's Number	Maker's Number
Real Bengaline		932 Bias	943 Straight	948 Bias	906 Bias
Black	1	3	½	O	½
White	3	2	1½	1½	1
Slate	5	½	¼	¾	½
Grey	6	¾	¼	1	O
Copenhagen	8	1½	½	¾	1
Helio	9	O	¾	½	1½
Myrtle	37	1½	½	1	¾

* Kept by Rathbone's, Toronto.

This, then, is a motto of the up-to-date salesman in underwear: Never take a man's word for his size.

Just measure him with a tape.

Measure him under the shoulders and across the chest for his shirt.

Measure him around the waist for his drawers.

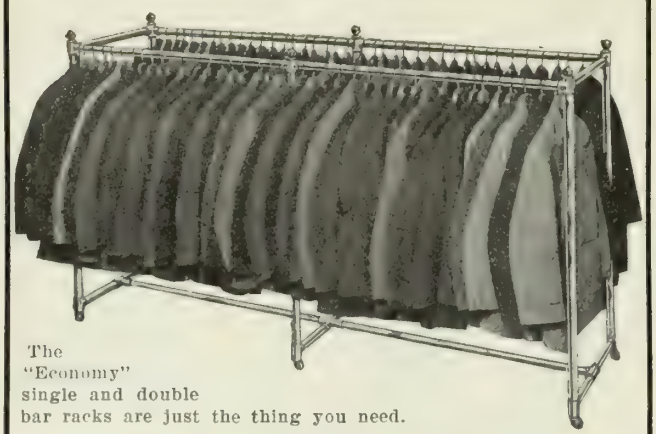
Then decide whether "short stouts" or "regulars" are his style, and you have him for keeps.

DON'T CONTRADICT HIM.

And once again: If he tells you he wears 36 and your tape says 38, give him a 38, and don't tell him you did so. It seldom pays to contradict. Give him what fits him, and when he's at home and tries 'em on, he'll keep what you gave him—and probably jot a good mark down for your consideration. This last is a tip given by Mr. Fisher, of Dunfield's King Street store, Toronto.

HANG YOUR CLOTHING

and so save half your floor space, and at the same time keep your stock in saleable shape.



The "Economy" single and double bar racks are just the thing you need.

Write for our Fixture Catalogue.

CLATWORTHY & SON, Ltd.

"The Actual Manufacturers"

TORONTO

Established 1896 Incorporated 1908

(Made in France)

Guaranteed for one year.

S. E. Porter & Co.

Sole Agents for Canada.

Complete Stock on Hand

at

"Birks Building,"

MONTREAL

*STOCK RECORD FOR UNDERWEAR

Brand of Shirts	32	34	36	38
	.....	....	.. ..	....
	....	....	.. ..	.....
	.....	. ....	.....	.....
			....	

*Kept by Dunfield's Yonge Street Store. Each dot represents a package of ¼, ½ or 1 dozen, as case may be, and as soon as a package is taken out of this reserve stock for the store, a stroke is run through the dot, and the unstroked dots show the number on hand.

In selling combinations, or Union suits, the usual measurement is to run the tape over the shoulder and under the crotch, although some depend on the chest figures alone.

Several heads of underwear departments emphasized the importance of this measuring in talks with The Review. One considered the absence of this in many stores was the reason his firm had such a list of regular customers for underwear. He gave as an instance the fact that he had been absent from his store for a year and shortly after his return a former customer came in.

"I've been waiting for you to return to get a decent fitting suit of underwear," was his salutation. "You seem to be the only one who can fit me, and I left your store and tried several others, but they were all alike."

The trouble simply was that the man was of rather unusual build and quoted a size that really would not fit him. The other salesmen, apparently, had taken him at his word, with dissatisfaction as the dividend on the transaction.

DIFFERENT SIZES OF DIFFERENT MAKERS.

There is another reason. Different manufacturers have not the same scale of sizes, and an imported size may not be the same as a Canadian, nor an English follow the American measurement. A 36-in. one brand might mean a 38 in. another. The conclusion is obvious.

SAMPLES OF EACH BRAND.

A useful scheme in selling underwear was explained to The Review by Mr. Smith, of Dunfield's, who was referred to before. He keeps on the top of a show case, samples of the different lines or brands of underwear, all probably in one size. When a man comes in to buy, he shows him these: comprising light, medium and heavy weight; fleece-lined, silk and wool, etc. The customer first selects the brand he prefers, and it is a simple matter then deciding on the size. It is an expedient that dispenses with the labor, time and bother of opening up a number of packages in the man's own size, before he decides what he wants.

*STOCK SHEET FOR GLOVES.

Suede	6¾	7	7¼	7½	7¾	8	8¼	8½	8¾	9
Grey	6, 6, 6	6	6	6, 6, 6	6, 6	6	6	.	6	.
	6	.	.	6	6	.	.	.	.	.
Duplex	6, 6	6	6, 6	6, 6, 6	6	.	.	6	.	.
	6	.	6	...	6	.	.	.	.	.
Pearl	.	.	.	...	.	.	.	.	.	.
Chamois	.	.	.	...	.	.	.	.	.	.
White	.	.	.	...	.	.	.	.	.	.

Note.—Upper line of numbers is for reserve stock; lower for stock on store shelves.
*Kept by Rathbone's, Toronto.

Another point in Mr. Smith's conduct of his department is well worth recording—he keeps a memo on hand of the lines in stock and the selling price. This prevents delays and mistakes particularly on the part of substitutes.

RECORD OF WEATHER AND EVENTS.

Again, The Review yields to the temptation to project a third question: When you are comparing your sales to-day, or this week, with the corresponding period last year, and find you are far ahead this year, or far behind, have you any way of telling why, or are you unduly elevated or depressed? In

Continued on page 89.

Man's Evening Garb

What Well Dressed Canadians Are Wearing for Formal and Informal Affairs.

MANY CHOICES IN GLOVES.
This shows a variety of gloves for evening wear. No. 1 is a white suede glove with pearl button, considered one of the smartest for dress wear. No. 2. White kid glove with silk between fingers. No. 3. White kid with pearl button. No. 4. White kid glove with silk net palm, very popular for dancing. Courtesy of Dunfield's, Toronto.

A WAIL IS HEARD among the shirts. Comes from the corner where the plain, stiff linen fronts have reposed for generations past. There is a tone of the decrepit in this nonagenarian; half protest, half appeal, breathing forth offended dignity.

Has it come at last; the dress shirt of our grandfathers dethroned? And by this strutting, puffed-out coxcomb; this fussed up, pleated youngster?

Firmly the jury proceed to announce their verdict, as if they were performing a hateful but pressing duty; the young more decided; the older men of to-day, half doubtful, shaking their heads; consenting under a demand that hardly could be stayed.

* * *

For months the close-pleated shirt has been a claimant for recognition as "the" thing for dress wear, but it is only the last few weeks or so that Canadian leaders in the retail of men's furnishings have begun to feel that even elderly men were coming to it. To-day this opinion is wide-spread, and growing in strength.

"The only thing," said one "just look at this!" and he opened boxes that had just arrived. "Isn't it a beauty! It's going like wild-fire. Everybody wants it. Nothing else can touch it."

There was a pride in his voice as if he spoke of a living thing. And to this buyer it did live; for it moved!—in sales.

SHIRT OF THE MUSHROOM FRONT.

He called it The Shirt of the Mushroom Front. It has been referred to before in The Review as a novelty: pleats very close together and standing out from the shirt instead of lying down as the earlier style showed, and as the pleats still are on colored shirts. But the real point is in the criss-crossing of the pleats, secured by running a knife across to break, or bend the straight lines, so that there seems a pattern running diagonally, much after a mushroom's appearance. The "feel" of it is a medium between stiff and soft.

Another buyer, quite as enthused, called it The Shirt of a Thousand Pleats. In reality the number runs from 40 to 60 on each side of the centre.

The cuffs are equally important, however. They are a "cross" between the soft double French cuffs and the single starched. That is the inner half of the French double cuff is laundered but the turn-over part is soft or "medium" laundered, and besides, is not as wide as the other, and the corner of the cuff is fairly cutaway. The shirt is seen in the centre of the group of evening wear accessories shown in this article, on the bust fitted with wing collar and plain white linen bow tie.

With a soft front shirt like this the tendency will be more towards a V-shaped vest, with less showing than the U-shape which, has been the steadier fashion with the stiff front linen shirt.

BREAKING AWAY FROM STAID STYLES.

While the peculiar mushroom effect has found favor in many quarters, other high-class furnishers have not adopted it yet, but are showing the close-pleated shirt, and agree that this, too, is proving

WHAT MEN ARE WEARING.

Mushroom shirt, close pleated linen bosom, with "diagonal" effects, with evening dress.

Double French cuff, inner part of cuff stiff, and outer (fold-over part) shorter, and soft or medium laundered.

Silk pleated white shirt, and soft French double cuffs for dress wear.

White Suede gloves in place of more glossy, more easily torn kids.

Rounded bow collar.

Plain linen, or pique tie, plain or figured.

"With white silk waistcoat, use white silk tie, with pique, use white linen tie."

Black stock bow tie with Tuxedo.

Linen, pique or silk waistcoats, U or V-shaped.

a splendid seller. The public, at last, seem ready to break away from the more staid styles and customs, and once they get started from the anchorage of Plain Linen there is no telling over what seas of fashions they will embark; indeed they may land at length hard by the realms of the gaily colored velvets and silk doublet and hose and ruffs of the gallant Raleigh.

"But no, not just yet," comes the deprecating answer, from the man who is attaching his pearl studs to his new Mushroom shirt.

PIQUE TIE SEEN OFTEN.

With the change of sentiment towards the plain linen bosom, there follows naturally a colder feeling in regard to the plain linen tie, and the pique, plain or figured, will be seen more than ever on well dressed men this winter. That particular form that permits of the bow being tied, and removed without untying, by unbuttoning at the back, a feature of the tied bow, seems to be well received.

One authority on fashion enters this edict: "With a silk waistcoat you should wear a silk tie; with a pique waistcoat, a plain linen tie."

SUEDE GLOVE RIVAL OF KID.

Various styles of gloves are shown in an illustration in this article, including the plain white kid, the kid with silk between fingers, and the kid with silk net palm which is much used for dancing. The suede glove, as shown at the top of the illustration, promises to supplant the kid in many quarters.. In its favor is set the fact that it has a dull finish in place of the rather glossy surface of the kid; and some maintain it can be cleaned more easily, is not so likely to rip between the fingers, and hence is a better wearer. White silk gloves are also being worn this Fall.

VARIOUS STYLES OF WHITE WAISTCOATS.

As has been said, a general use of the pleated dress shirt would make a V-shaped waistcoat almost inevitable, so as to prevent any bulging of the softer bosom. With all the life-long complaints against the stiffness of the plain linen bosoms, and the consequent uncomfortable feeling that resembled those of a victim of a ramrod stuck up the front (rather than the back), those stiff bosoms knew at least enough to keep their place, a quality rather lacking in the later substitutes. There is a wide latitude in regard to the white waistcoat for formal evening wear. There are some who limit it to the linen or pique; others allow of silk in addition. Some recognize only the single breasted, others single or double breasted. The V or U-shape is equally permissible, the former, however, entailing a soft roll collar. Taking present-day usage the "specifications" would read something like this:

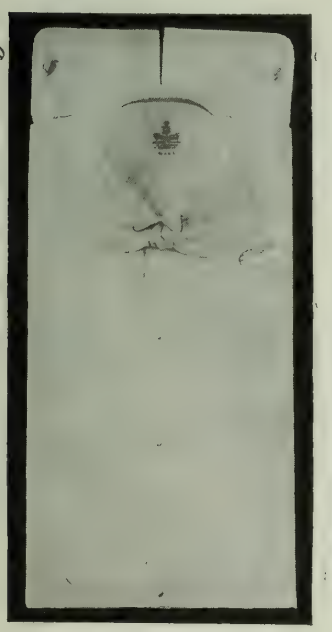
Material .....linen, pique, silk.
Cut .....U or V-shape.
Breast .....Single or double.

WEARING PEARL STUDS MAINLY.

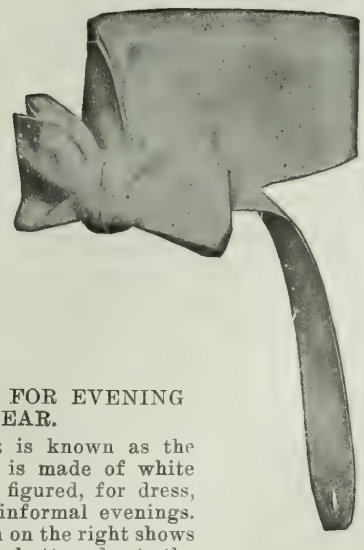
For cuff buttons and studs there is little worn except the pearl, with white enamel occasionally. The gold has, of course, long since been relegated to informal evening wear, where the Tuxedo is supreme.

In socks black silk is the usual choice, although a deep blue or purple is preferred by some.

For informal occasions, including dinners, stag parties, club and At Home dinners the pleated shirt has more chance, for there are some arbiters of men's fashions who refuse still to give it any recognition, and hold obdurately to "stiff bosom in plain or small pique pattern." No French cuffs for them, even if they are laundered!



Plain pique bosom and cuffs, single and stiff, with pearl links and studs.



HANDY TIE FOR EVENING WEAR.

This is what is known as the "duplex." It is made of white pique, plain or figured, for dress, and black for informal evenings. The illustration on the right shows it tied, and unbuttoned at the back to be removed. The other shows it ready for tying. It can be taken off without untying.

Pleated linen bosom, plain linen double starched cuffs, gold links and studs, and black silk bow tie.

This ledge, prepared for The Review by Mr. Fisher, of Dunfield's, King Street store, Toronto, to illustrate this article, contains an effective arrangement of accessories for evening wear, for formal and informal occasions.

In the centre is a bust figure containing the "mushroom" shirt referred to in this article, and the diagonal lines criss-crossing the close-set pleats are visible. The cuffs are French doubles, and laundered. The collar is a wing, with rounded flaps, and the bow a duplex of plain pique. The waistcoat is of white silk with collar, and the jewelry of plain pearl.

On the right is another dress shirt of French pique, with a poke collar.

The informal evening dress, for a Tuxedo jacket, is shown on the left. At the extreme side is a tucked linen shirt, with poke collar, and black silk stock tie, such as is frequently worn, coming up high on the collar. The shirt next it, on the right, is a plain pique, with wing collar and bow of black silk. The jewelry is of plain gold.

The gloves below are of white suede that is becoming a rival with the more glossy kid, both for appearance and for wear. These, like the kid, are worn with plain backs or black stitched, both being shown in the illustration. A black waistcoat for informal evening wear is displayed to the left of the white, and lower down, and wing collars, in groups, tips upward, are seen to left and right.

Two canes of the most popular prevailing style, crooks in light colored natural woods, stand up in well balanced positions, on left and right, and besides giving a finish to the display serve as holders for a silk knitted scarf, and a couple of pairs of suede gloves in an easy hang.

This unit marked the use for the first time of a handsome ledge that will be a feature of the displays in the window of this store. It is semi-elliptical in shape, indent in the centre and curving off to both ends. It is suspended about midway in the window by a chain and allows of a second display in the space below, on the flooring of the window. The ledge is draped with a rich looking frieze in a brownish shade, and to the under panel are attached electric lights which help out in the illumination of the lower display, making up for the cutting off of a portion of light from the top by the ledge. Separate switches are used for the upper and under lights.

FOR INFORMAL WEAR.

But in the more easy-going, stretch-yourself-if-you like, and fill-up-your-pipe (as well as your glass) catalogue of evening entertainments, the soft bosom is rapidly growing in popularity; the "Shirt with the Thousand Pleats," and even the Mushroom twinkling bravely out, as it ripples along up and down the bosom of its joyful owner.

The black bow tie is the usual fashion, either the ordinary tie or the stock, the latter showing probably two-thirds of the way up the collar at sides and back. Both of these appear in the accompanying illustration, at the right hand side, the stock bow being the outer one.

In collars the wing, square or rounded, and the straight are worn equally. The links and studs are usually of gold, although pearl and colored enamel are quite proper.

The waistcoat instead of white is generally black, of the same material as the coat, single or double breasted, although the single is more worn in Canada. With double breasted the facing is of black silk, with single, of white with V-shaped opening and soft rolled collar.

The socks are the same as for dress wear.

MANY CHOICES FOR GLOVES.

For gloves there is a multiplicity of choices: the white suede, chamois, doe skin or tan cape. A New York authority says: "white buck" and refuses any

alternative, but more latitude is allowed in Canada, at all events.

Where the silk hat is essential for evening wear, the black derby, and the soft hat are worn for the informal occasions.

TYPES OF DRESS WAISTCOATS.
From left to right—1. White corded pique; 2. White corded silk; 3. Fine silk.

The accompanying illustrations show a general view of formal and informal dress accessories; as well as individual views of kid and suede gloves; plain and pleated bosom shirts with ties, collars and studs suited to dress or informal occasions; ties and waistcoats.

"SHORTER" DRESS COATS.

In evening dress there are two modifications that are being adopted by leading "makers of men's clothes" this Fall. The roll of the coat is shorter and the amount taken off the length of this really reduces the length of the coat in front, the distance between the end of the lapel and the bottom of the coat remaining as before. Thus instead of the "dip" in the ends in front, they are in a straight line running towards the back. The whole impression of the new model is of a shorter coat, although the back portion, the tail is the same length as before.

Death of Thomas I. Reid

Montreal.—Thomas I. Reid, sales manager of the Walpole Rubber Company, died suddenly Nov. 11. He was seized with a paralytic shock at his office, and was rushed to the Royal Victoria Hospital, where the end came a few hours later. Mr. Reid was born in Knowlton in 1861, and came to Montreal thirty-five years ago. He was connected with the firm of Lyman Sons & Co., for many years, and later became manager of the Davis Lawrence Drug Company. After remaining in that capacity for a time he entered a partnership with the late B. E. McGale. At the time of his death he was in charge of the Canadian business of the Walpole Rubber Co., of Boston.

Practical Systems in Men's Wear Stores

Continued from page 85.

other words, to put it briefly, Can you tell whether your sales were lower last year than average because it pelted rain all day, or was bitterly cold or were higher than usual because there was a big dance on?

For twenty-seven years, Rathbone's have kept a daily record of weather and events and can settle any kinds of disputes as to dates, as well as presenting means for a really intelligent comparison of sales.

"For instance we record the visit of the Prince of Wales to Toronto; the Woodbine meets, the coming of the Duke of Connaught and a ball at the Yacht Club, which might mean fifty dollars worth of dress shirts," said Mr. Murray. "These are occasions which swell our receipts, and it would be unfair to compare the sales on the anniversary of a big event that stimulates buying, with that day itself. Other times that meant increased output were the capture of Paardeburg, the deaths of our last two Sovereigns, and so on. It is very handy and no trouble to add to the page on which we mark down our daily sales."

Spring Will Bring Startling Innovations

Continued from page 74.

WILL CHAMOIS DISPLACE TANS?

Styles in gloves seem to be passing through a transition period and exciting an interesting controversy. The tan has reigned so long for ordinary business wear that many will receive a shock at any idea of it being dispossessed. However, the chamois is being seen more and more, and in some of the more fashionable windows is the only glove shown. In fashion charts it is being given a place beside the tan, and often in advance of it. Some styles are of heavy chamois, hand sewn and black stitched. The doe skin in a light grey finish is also a claimant for a place, so that there are all signs of a good-sized upheaval.

A fourth style is a Scotch knitted wool, in brown shades, reminding one of the vogue of home spuns in tweeds.

WHITE CASHMERE SOCKS.

Inquiry as to Fall socks shows white cashmere as a good-selling novelty with black cashmere as the steady-going ruler. Shot effects in cashmere and silks are hardly so popular as they were. Black silks, of course, sell well for evening wear.

A 3½-INCH COLLAR.

The new Madras collar may be brought in fittingly for the closing item on this brief programme. It is seen yet only in a few shops but may have a good season for all its slow reception. It is rather a Spring than a Winter style, just as the long 3-inch turn down collar of the Summer, ended months ago. This new one, is close-fitting, however, and is exactly 3½ inches from top to tip. It is intended for business wear.

London and Paris styles in overcoats as sketched by The Review artist. In at least two cases, these styles are rather extreme, but they indicate what fashionable men in the world's capitals are wearing.

Furs The World Over

The increase in the cost of fox is indicated in a consular report, from Vladivostok, Asiastic Russia, of a fur fair at Yakutch, in Siberia, where there were 20,000 white polar fox skins sold; 1,000 red fox, 100 grey fox, 10,000 ermine, 70,000 squirrel, and 100 black bear. The white fox skins sold at 28 to 31½ roubles, or $14.42 to $16.22 each, whereas during the Winter of 1912-13 the price was only $7.73 to $8.24. Other figures of this sale were: red fox, up to $8.75, grey fox, $12.88, ermine, $1.39, squirrel, 28 cents.

At the Nijni Novgorod fair there was a keen demand for ermine, arctic fox and red fox. The supplies of foreign furs, skunk, otter, beaver, raccoon, etc., were not large, and prices rose from 20 to 50 per cent. Persian lamb was very plentiful and dropped 10 per cent. as a result. Cat fur was 20 per cent. and hare 10 per cent. higher.

Leipzig reports fur trimmings as going very strong, and an extraordinary impetus has thus been given to the sale of the various rabbit articles. The tail business is not so good. Dyed American opossum is too high and as a substitute dyed jackal and dog are being used extensively.

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Circularizing the Dealer

¶ "I had not made a personal investigation of the retail situation for a year or two," said an agency solicitor and service man, "and I thought I would go out and get a line on it as a help to preparing a trade circular.

¶ "And what do you think I found? Why, some of the retailers I saw were getting fifty and sixty circulars a day! The worst was in the grocery line, but the drug line was almost as bad. Read them? What a chance! Nine-tenths of them went to the floor and were swept up unopened.

¶ "I have had some experience as to the waste of dealer literature before, but the condition to-day surpasses anything I have ever seen. It has grown much worse in a single year. There is no doubt about it, the dealers are being frightfully over-circularized."

¶ If that is so, and of course it is, what becomes of the specious claim of "exclusive attention" made for the trade circular or prospectus? What sort of impression does the retailer get of national advertising when he sees, daily, this enormous waste of advertising effort, and compares the inflated claims of many advertisers with respect to consumer advertising with their failure to get a hearing from him, the very first milestone on the way.

¶ Multiply this waste of trade circulars by their cost, both in postage and printing, and then draw a direct comparison with the same message when put through the columns of the trade press, the standardized medium for reaching the dealer. Of course, the efficiency of the trade papers in different industries varies; but as a rule there is at least one first-class medium in each field.

¶ There are several good reasons, aside from cost, why the trade circular should not be thoughtlessly used, and why advertisements to the trade should be made preferentially in the trade press. One of these reasons is that the trade press represents an organized attention and medium of publicity, comparable to a clearing-house or public market. At a certain stage in the development of an industry or business, it comes almost automatically into existence to economize the effort and cost of doing business previously being done in an unorganized way. So far from having its publicity-power weakened by the increase in its advertising pages by the apparent increase in competition between advertisers, the very reverse is true. Because with the growth of size goes the growth of income or means of improvement, and with improvement prestige and power. From either the retailer's or the advertiser's point of view, this condition is ideal in that it fixes the time, the place, and, as far as possible, the character of the advertising appeal. It makes an appointment with a high percentage of the paper's readers, and if it has a real message to deliver, keeps it.

¶ Dollar for dollar, effort for effort, idea for idea, the opportunities for cashing in are much greater in the trade press than in the trade circular. Some advertisers talk of putting more ideas and more power into their trade circulars to lift them out of the ruck and give them a better chance at the retailer's attention. Why not put the same time and effort into the trade-paper copy?

—Editorial, Printers' Ink, November 6, 1913.

Phone, write or wire your orders for

Tooke

Christmas Goods

Dressing Gowns and Smoking Jackets

A big, attractive range that cannot be beaten for quality or value

Fancy Hose

Silks and Cashmeres, in the popular Accordions

Fancy Suspenders, Armlets and Sets

Plenty of variety, put up in handsome fancy boxes.

All these lines ready for immediate delivery

TOOKE BROS., Limited, Montreal

Manufacturers of Shirts, Collars and Neckwear and Importers of Men's Furnishings

Winnipeg Warehouse:
91 Albert St.

Toronto Warehouse:
58 Wellington St. W.

MEN'S WEAR REVIEW.

Special Features of This Issue

Selling One Thousand Overcoats.
Building Up An Exclusive Business.
The Display Man's Work After Christmas.
Selling Points on the Sale of Overcoats.
Working Out Problem of Knit Goods Advance.
Regulation of Credits.
Putting Spotlight on the Show Card.
A Review of Mid-Season Overcoat Styles.

DECEMBER, 1913

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO
SUBSCRIPTION PRICE $1.00 A YEAR

Kumfort Overshoes
Rubbers and Over-Stockings in One.
Easy to put on and take off. Fit well —Look well—Wear well. All sizes for women and children.
Buy them and protect yourself and family from winter ills.
Canadian Consolidated Rubber Co. Limited, Montreal
All Dealers

These ADVERTISMENTS

will appear in thousands of Daily newspapers in Canada during the winter months.

Kumfort Over-Shoes
Rubbers and Over-Stockings All in One.
Easy to put on and take off. Fit well—Look well—Wear well. All sizes for women and children.
Buy them and protect yourself and family from winter ills.
Canadian Consolidated Rubber Co. Limited, Montreal.
All Dealers

Have You A Sufficient Stock of KUMFORTS

to meet the demands of your customers for this popular seller? If not, send your order to-day to our nearest branch.

CANADIAN CONSOLIDATED RUBBER CO., LIMITED

Montreal

28 Branches Throughout Canada

MEN'S WEAR SECTION

Selling One Thousand Overcoats

How a Hamilton Firm Almost Did It—The Advertising Methods Adopted—Stock Was Nearly Cleared Out as Result of the Campaign, But the Unfavorably Clement Weather Made it Impossible—Some System Ideas of This Firm.

ONE THOUSAND OVERCOATS

Is Certainly Some Purchase

STRETCHED across the top of a full-page ad. in a Hamilton paper the message caught the eye and held readers by tens of thousands on a Friday evening.

A huge cut, four columns in width, formed the centre-piece. It was unusual also. It was a photograph of a lorry drawn by heavy horses, piled high with cases of overcoats, on each of which was the label, "Overcoats for Begg & Shannon, Hamilton," and placards on each side reaching from the floor of the lorry to the ground, "20 cases containing about 1,000 men's overcoats, just arriving at the Begg & Shannon store."

Two models of coats were shown, one on either side. Under one were the words, "Our D. B. Shawl. Many of this style on sale." Under the other, "Our model 'Serene', of which we have five hundred on sale."

Then came three lines of display type, the 20 cases, 1,000 overcoats. "On sale at wholesale prices."

Next followed the body of the ad. in smaller type, explaining that the firm "because of the enormous sale we have built up for Men's Overcoats," and the money stringency which left thousands on the manufacturers' hands, had snapped up, at about one-third less than was paid the first of the season, about 1,000 overcoats.

"Keep in mind that these overcoats are just out of the factory—fresh, new merchandise,—the desirable new patterns, models and fabrics, etc.

Near the bottom were three panels, each descriptive of a certain line at a certain price, $14.90, $9.90 and $6.90.

WHAT HAMILTON DID TO THOSE COATS.

When The Review called in to the Hamilton store a week later, what the public had done to those 1,000 overcoats was, in the parlance of the youthful sport,—and any sporting term goes in

A novel way of advertising.

A recent window display of Begg and Shannon, Hamilton—All three trims were splendid result-getters.

a city of 100,000 that won five Dominion Championships in two years—"a shame."

The whole thousand had not disappeared. The balmy zephyrs that floated over Ontario the last week of November did not conduce to overcoat buying, as many a man will tell you, but far over half were gone, and Mr. Begg contemplated a very handsome addition to the total receipts for November. Besides he had weeks longer to reduce the few hundred left.

As he told The Review, this stroke meant all the difference between a busy store and a store where the legendary Satan would "find some mischief still," for idle clerks to do.

CAMPAIGN OF ADVERTISING.

The campaign was carried on vigorously, as the two young partners of ten years, J. C. Begg and C. R. Shannon, know well how to do it. There was newspaper advertising, big splurges; then smaller; changing every day; bright, snappy, newsy ads., that carried a different story daily, but all pointing the same moral. The windows,—and they are large and brilliantly lighted, and keep renewing their youth continually—carried the message of the sale each day, also in different versions, and a big sign painted in red lettering on white cloth, was stretched over the top of the window. Not many who passed by could urge any excuse short of being stone blind, for failing to grasp the fact that an overcoat sale was going on inside the Begg and Shannon store.

The prices were odd sizes, $6.90, $11.90 and $14.90, favorite ones in this store, and used frequently. They have a pretty good bargain flavor. The sale did not cause any confusion in the establishment, for the goods were displayed on hangers in the clothing department, and the other four left clear for their regular business.

In a half-page ad. one week later the first line read: "Just follow the wise ones," and under it, "They Are Headed for Begg & Shannon's to Buy their Winter Overcoat."

Underneath this was the following in smaller type:

> Undaunted by the unfavorable weather the men who crowded our clothing department last Saturday and all this week conclusively show that Begg & Shannon's news of low prices is the talk of everybody. . . .

At each side was a cut of a man, nine inches in length, and in between these three panels, one headed *Men's Overcoats*, $6.90, *Instead of* $10 *and* $12; the next, *Men's Overcoats* $9.90, *instead of* $15 *and* $18, and the third, *Men's Overcoats* $14.90 *instead of* $20 *and* $25.

APPEALING TO THE IMAGINATION.

Mr. Begg attributed much of the success of the sale,—a remarkable one when the mild weather is considered—to the Shedden team idea appealing to the imagination of readers. To this were added real values, that brought repeats from friends of buyers, and to the growing reputation of the firm for never making a "splurge" unless they had something unusual to offer.

BUYING FOR SPECIAL SALES.

Every year, about the same time, the firm plan to have some special line of goods on hand on which they can make reductions that attract crowds, in-

crease sales, and at the same time add to their profits. This is not a universal result of bargain sales.

Mr. Begg explained that sometimes the buying for these sales was done four, five or six months before. Often he gave an order before the firm's travelers started out to the retail trade. At other times he took advantage of trade being dull late in a season and buying up a heavy consignment at a low price with cash.

The overcoat sale was brought on at a period when the best of his regular stock was sold, and so the sales of the earlier goods at full profits would not be interfered with. Then the sale came at a period when trade generally was dull, and there is no need to enlarge on the advantages of this point.

While the firm specializes more, perhaps in clothing than their other lines; or say, rather, that this bulks more largely, similar sales are put on in the other departments at various times. In addition the firm carries on a steady round of advertising that keeps them before the public during the whole year.

HAND POINTING TO THE STORE.

Reference has been made to the search of the advertising man for some striking introduction to the announcement of each sale. Mr. Begg showed The Review one he used some time ago, in which two figures of men, regular goliaths are pictured standing at the left side of the drawing, the one with arm outstretched towards a facsimile of the Begg & Shannon store across the road. It was a "speaking" invitation to visit that centre of interest. This was a full-page ad. with the drawing running across the top.

A THRILLER IN FIVE CHAPTERS.

Another clever idea for a sale of suits was an eight-column banner, "Begg & Shannon to the Rescue, or How They Did It," and below on another line, in that double-barreled form of title, common alike to the English 3-volume novel and the Penny Dreadful, "A Thrilling Story in Five Chapters."

The "thriller" consisted in a series of five large drawings representing vividly, and in a novel form, the whole transaction which ended in the actual sale. First there was seen the manufacturer loaded up with stock and in need of cash; he ponders for a while and then decides, on a course that means a sacrifice in the original price, but he must have the money. He decides, the picture tells us, to go to Hamilton and lay a proposal before Begg & Shannon.

The next picture shows Mr. Manufacturer in a sample room at the Waldorf Hotel with his goods laid out before him, and Mr. Begg-and-Shannon listening, but fearful of tackling such a big proposition,—even for Hamilton. Finally the story goes, Mr. B.-and-S., just as the manufacturer was leaving his store after continuing the argument there, called out, "Hold on! I'll take them."

The last shows a huge train, not straight, but curved, as if it was too long for any straightaway line in the country. It is heading for Hamilton, heavily loaded down with hundreds of suits of clothes.

Then comes the final thrust at the resolution of the three-quarter convinced readers, in another far-flung eight-column line: "Is there anything more to be Said Except to Get Begg-and-Shannonized?"

Letter to Every Buyer of Clothing

A SYSTEM for keeping in close touch with their clothing customers has been worked out by this firm which, it is safe to say, is not duplicated in many stores.

The name of every one who buys a suit is taken, with the address at the time of the sale, and a month or so after, a personal letter is sent him by the partners, expressing the hope that the suit has proved satisfactory.

Taking too much trouble?
Not worth it?
What's the good when the sale is over?
Perhaps these are comments from a few.

CURE FOR DISSATISFACTION.

But let the idea sink in, and its advantages will occur, one after the other.

Suppose, for instance, the sale has not been quite up to the mark. The buyer, as most people do, lets it go with a resentful feeling that he has been "stung," and a resolve never to go back. The firm's letter comes, inquiring about the suit. It impresses him with their honesty; they were not afraid of conditions a month later; at least they sold the suit thinking it was all it was represented. The man may not bother to go back, or he may. In either case a dissatisfied customer is reformed, and the chances are that he goes back to that store for his next suit.

If he is entirely satisfied, well and good; the letter does no harm; on the contrary it strengthens the bond between himself and the firm.

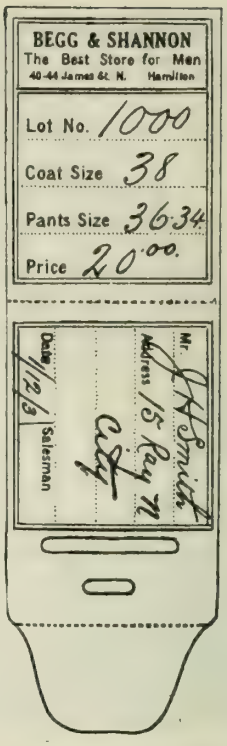
A drawing is given here showing the form of "tag" that is used for recording the names. It is folded in the centre, and fitted to the right sleeves of each coat in stock. On the outer side the size, price, etc., are shown, while the inner contains a blank for the name and address, and the number of the salesman.

PROTECTION FROM CLAIMS FOR REPAIRS.

Apart from the advantage of placating a disappointed customer Mr. Begg mentioned an advantage to the firm as a protection from unfair claims.

"Suppose a man buys a suit and comes in afterwards and tells you he got this a month, or a few weeks ago, and 'look here how poorly it has worn, I want a new one.' In the majority of cases you have no defence, but with our system we simply ask his name, and look up our record—made daily from those tags. Mr. So-and-So bought that suit not a month ago, but five months ago. Hasn't worn so badly after all. 'But surely you are mistaken?' 'No, here it is, in our record. There's your name and address, and the date.'

"It may be he knew the real date, or, as often happens he really forgot it was so long ago. In any case we are ready to deal with a claim based on fact, not on a pretence or a poor memory."



This is tag attached to cuff of every coat, name part going inside. Openings at bottom are for clasping with ticket pins.

SOME GOOD SELLING IDEAS.

In advertising overcoat sale used big cut showing huge load of cases of overcoats coming up from the station.

Separate department for boys where mothers can shop free from men customers. Also separate ads. appealing to mothers of boys.

Record is kept of name and address of every person who buys a suit or overcoat, and in month or so afterwards letter is sent expressing the hope that clothing turned out satisfactory.

Extra pair of pants with many boys' suits, forming good inducement.

In arrangement of store furnishing, department placed in direct line with entrance as likely to be busiest section.

Liberal use of show cases near entrance.

Five departments separated by partitions, men's furnishings, men's boots and shoes, men's clothing, men's hats, and boy's wear.

Five Departments Represented

A REFERENCE to the plan of the store shows five departments, distinct not only in the goods that are shown but in the physical arrangements to keep them separate.

The first view on entering shows silent salesmen apparently in every direction, at both sides, and in front. Thus the forefront of the store is given up to these. They contain shirts, ties, collars, underwear, gloves, sweater coats, etc., well arranged. The firm is installing a new system of lighting these silent salesmen with 40-watt Tungstens close to the front near the top, and frosted globes, semi-circular, fitted to the upper side, and leaving the light to shine down on the display below. The space for showing goods and such extensive utilization of silent salesmen is unusual in a men's furnishing store, but a glance at the bright and busy-looking entrance would dispel any doubts as to the practical value of the arrangement.

MOST STIR IN MEN'S FURNISHINGS.

In a line with the entrance and partitioned off from the men's clothing and boy's sections is the men's furnishing department. Mr. Begg explained that this was selected for the centre space because it was usually the most busy-looking portion of a men's store; more so than the clothing or shoe departments, for example. This air of good business being done, he thought, conveyed a good impression to those entering, and even influenced those passing by who took a look in as they moved on.

To the left is the men's shoes section, with the trying-on place well sheltered nearest the front. Men, it is felt, prefer a certain absence of publicity in being fitted for shoes. Behind this is the men's clothing department, with hundreds of hangers on racks, for keeping the clothes in shape and ease in handling and in selection.

To the right of the entrance is the hat department, with cabinets glassed in, and back of this, the boys' department, with double rows of hangers, and a liberal mount of shelving.

The location of each department is indicated by a sign close to the ceiling in front of each.

KNOW PROFITS OF EACH.

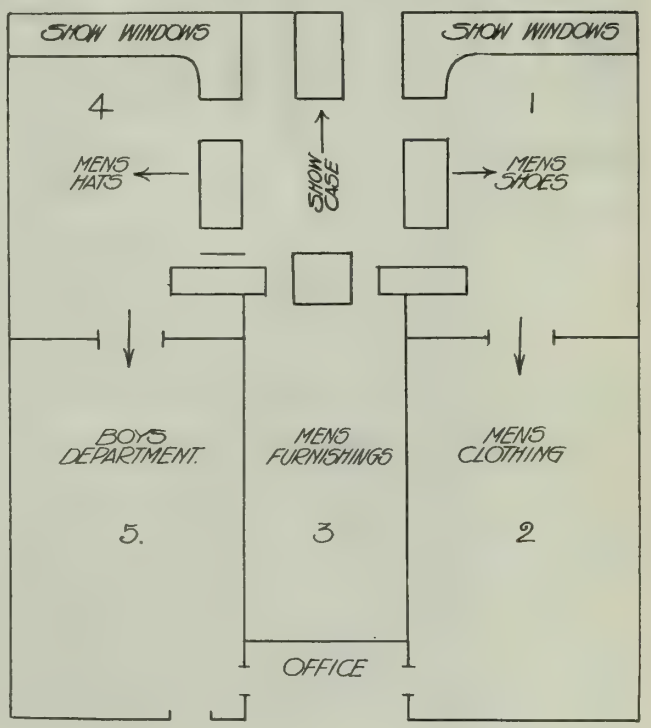
In bookkeeping the sales of each department are tabulated separately; and the firm know the exact returns of each in profits, etc. The rent is divided up according to space used. The cost of window display is estimated approximately for each, without any exact division according to number of days used, amount of space, etc., as is done in some departmental stores.

Direct Appeal to Boys' Mothers

AS will be explained in detail later on, this store is divided into five departments, each fairly well secluded. By that is not meant a suggestion that it is out of the way, or hard to get at, or even slightly concealed behind another. Simply that it is distinctly separate. Many departments of stores are not. Withhold discussion for the present in your own mind and just consider a statement of Mr. Begg in explanation of the separation and the fact that the firm carries a separate advertisement of the boys' clothing and other essentials for a complete toilet:

> "When women come into a store to buy clothes for their boys, they prefer not to go into a part where men are buying: they like to be off by themselves. In the same way we feel that we can get the attention of mothers better if we appeal to them in an ad. all for themselves (and their boys); not mixed up in one of men's clothing and haberdashery, which they might not read."

The ad. reproduced in this article gives an idea of the type of separate announcement applied to the boys' department. Many of them are addressed directly to the mothers themselves, as was a four-column one at the end of November.



A plan of the Begg & Shannon store.

One of the schemes for attracting the support of the mothers, Mr. Begg said, was to give an extra pair

Continued on page 54.

BEGG & SHANNON 38-44 James St. North | BEGG & SHANNON, 38-44 James St. North | BEGG & SHANNON, 38-44 James St. North

Boys' Fine Suits and Overcoats

We have never shown the assortment or the quality that you will find here this season. Come Saturday, if only to look.

The "Sutherland" Shawl Collar Overcoat

Ages 6 to 18 Years

This Overcoat is made with two-piece belt which gives you belt all around or belt in back only, tab cuff on sleeves and can be worn buttoned to the neck or with lapels open, made of the latest overcoatings in smooth and rough weaves and chinchilla, in all the newest shades. Prices—

Ages 6 to 9 Years
$4.95 to $6.50
Ages 10 to 17 Years
$7.95 to $9.90

Our "Junior" Overcoat

Our Junior Boys' Overcoat is for boys who are too big to wear a Russian or child's coat, and yet too small for the plainer styles shown. They come in grey and brown tweeds and frieze cloths with inverted pleat in back and belt, fit ages 3 to 12 years. Special at $4.95.

The "Russian" Overcoat

Ages 3 to 9 Years

Made from fine quality Chinchilla, in brown grey and navy, also soft nap cloths and heavy tweeds, buttoned close to the neck, belted back, some lined with twill satin, others with heavy red flannel. Prices $3.95 to $6.25

The "Piccadilly" Norfolk Suit

Ages 6 to 16 years

This garment is a great favorite with all the boys and is made with a yoke back, pleats and belt. Materials used are fine worsteds and tweeds in all the latest colorings, also plain blue serges. Prices $5.95 to $11.50.

Our "Two-Pants" Suit

Ages 7 to 17 Years

Saves mothers a world of pants patching, button sewing, seam stitching and relieves them of a lot of worry and trouble. They are ideal suits for boys who are hard on their clothes, and each suit is chock-full of smartness and style. The coats are made in nobby D. B. style, knickers are cut in full peg. Prices—

$4.95 to $12.50

SATURDAY SPECIALS

Sweater Coats
29c
Worth Regularly 50c

Boys' wool Sweater Coats, plain greys and reds, Norfolk styles with belts, fit ages 2 to 5 years. A snap at 29c

Sweater Coats
49c
Worth Regularly 75c

Boys' Wool Sweater Coats and Sweaters, with pockets, plain grey, red and blue trimmed, with combination colors. All sizes 49c

Sweater Coats
89c
Worth Regularly $1.50

Boys' Wool Sweater Coats, double collars and pockets, large range of colors, plain navy, grey and tan, trimmed with red or blue, sizes up to 32, for 89c

BEGG & SHANNON

38-44 James Street North — Hamilton

A sample of the way the firm advertise boys' lines separately.

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

Educate Your Customers

THE AVERAGE man is too careless in his dress. He does not, in fact, care how he appears so long as his clothes are neat and clean. It does not worry him if his collar is old style or if his tie is reminiscent of what was proper three years ago or if his hat is the wrong block.

What woman will wear an old style bonnet or suit, if it is possible to avoid doing so? She will scheme and scrimp and save to find the wherewithal to dress herself properly. Style is a big factor in the life of a woman.

Men's wear dealers can do a great deal toward educating men to take a more intelligent interest in clothing themselves properly. Salesmen will sell a customer just whatever he thinks the customer will buy, regardless of whether it will suit him or not, or whether it is being worn by well informed men. Salesmen should be mentors to their customers, advising them what to purchase. In this way they would raise the standard of male attire and what is more important still, bring a larger and better share of business to the store.

Early Clearance Sales

THE ALMOST complete lack of cold weather, which has been felt in almost every part of the country, has again brought to the fore the question of the advisability of holding clearance sales early in any season. Impatient of waiting for business to come their way a certain number of retailers have started to offer special inducements on overcoats and all Winter lines of clothing. This is particularly noticable in some of the larger cities. Down town men's wear dealers are holding sales and offering goods at prices decidedly lower than the regular price on these lines. There is some excuse for this inasmuch as the season is well advanced and the dealers feel that, if they do not get as much business of this class as they can before Christmas, they are not likely to get very much of it after the holiday. At the same time it should be borne in mind that the holding of sales at this early date prejudices the sale of goods later in the season at prices which would give the retailer his proper share of profit.

Retailers realize that it is not advisable for them to carry over stock of any size from one season to another. They, therefore, feel impelled to take matters into their own hands when trade in any season seems backward. It is not advisable, however, to commence the clearance sale till the season is well advanced. This gives a chance to sell the bulk of the stock at the regular price.

Sartorial Sidelights

Smart dressers in London have taken strongly to check caps. They use them for all outing purposes. Black and white shepherd plaid caps are in high favor and are seen wherever the "nobby" man is to be seen.

* * *

Although the talk is of soft shirts and collars with colored stripes not necessarily matching, the demand in England is still for shirts and collars to match. Silk shirts with soft Oxford collars make a popular combination.

* * *

Single-breasted Chesterfields, more or less waisted, are very much worn at the present time. Some of the coats are not only waisted but have skirts of extreme width.

* * *

Handkerchiefs of the bizarre order, ornamented with pictures of a more or less melodramatic order, which had quite a vogue in England, are going out with the celerity that might have been expected. Their popularity was as short-lived as they deserved. Any craze which jars on good taste gets short shift.

A window trim arranged by M. Fisher of Dunfield's King Street store, Toronto—An attractive grouping.

The Display Man's Work After Christmas

The Opening of the Social Season Gives the Window Trimmer an Opportunity to Arrange Result—Drawing Displays—The Question of the Effectiveness of the Stocky Display—A Suggestion for a Motion Device.

IMMEDIATELY following Christmas is one of the dullest seasons for the retail merchant. Business passes without any interval of gradual change from one extreme to the other. People as a general rule have neither time, inclination, nor cash for shopping after the Christmas season. Nevertheless the aggressive men's wear dealer can turn what would otherwise have been an extremely dull season into one of considerable activity. This can be done largely through the co-operation of the display man.

Christmas ushers in the most active social season of the year. Social events begin then in real earnest and the man who goes out to any extent will become a good prospect for the sale of evening dress accessories. The display man should bear this in mind and make all his window trims bear on this one subject. Displays of dress shirts, collars, ties, mufflers, etc., will be found peculiarly effective during the few weeks immediately following Christmas.

Necessarily all work done at this time will be along the quality order. Men who will be interested in evening dress can afford to pay a good price for what they require. They will, therefore, be more interested in assuring themselves that they are securing the very best and the very latest than they will be in the question of price. The best results, therefore, will be obtained by making displays of the very best grades that the store has to offer in the lines above mentioned.

Many stores which use price cards at all other times of the year discard them in all displays containing evening dress accessories. The results they claim satisfy them that this is the best policy to pursue.

The most effective trim possible is a unit showing everything which a good dresser would require.

MUST BE SUGGESTIVE.

Displays of this kind should be largely suggestive in their bearing. A great many men are never quite sure of what is proper and what is improper to wear. They approach the subject of selection, therefore,

HANDSOME DISPLAY WINDOWS FOR MEN'S CLOTHING.

This photograph shows the front of the retail department of the Crown Tailoring Co.,-Toronto. This firm is now occupying extensive new quarters on College Street, a three-storey brick building. The front of the western section is devoted to the local retail department. The backgrounds of the windows are of rich circassian walnut, in panels, a description which applies to the store itself and the offices at the east corner. In this window are displayed neatly draped overcoats, suits and suitings, while in the foreground are colored plates showing the Fall and Winter styles. Large palms at either end and in the center are the only decoration, a very fitting addition to the polished walnut on back and sides. Three sides of the building are almost entirely of glass, for lighting show rooms and factory. Special arrangements are made for ventilation.

with considerable diffidence. They will depend very largely upon the advice of the salesman as to what they will select for their own wear. If this force of suggestion can be put into the window display, there can be no doubt that the results will be most direct and unmistakable.

GAVE BOOKLET AWAY.

A men's wear dealer of almost national reputation informs "The Reveiw" that last season he got splendid results by giving a booklet to customers on "Proper evening dress." In all window displays appearing in the store windows for several weeks before Christmas and a month afterwards a card was inserted containing an invitation to customers to come and secure a copy of this booklet. Many hundreds availed themselves of the invitation. It contained a complete explanation of what was proper for men to wear with evening dress together with a large number of illustrations. He states that customers consulted these books very largely and that the number of sales which can be traced directly to them were numerous.

Necessarily displays of evening dress will not be in any sense of the word stocky. It is necessary to show only one of each article. This rule may be varied in cases where two styles are both proper, as for instance in the case of shirts. As has already been outlined in "The Review" there are at the present time several styles of shirts which can be worn by proper dressers. In cases of this kind it is advisable to show one of each kind together with a card making a brief reference to the use of each.

THE STOCKY DISPLAY.

This brings up the question as to whether stocky displays are effective at any time. Many display men take the position most strongly that the stocky window has no place in the men's wear store. This opinion, however, is hardly within the facts. Many of the most effective men's wear displays are decidedly stocky. Windows in down-town stores will often contain a very large variety of goods, and results from displays of this nature are such that all doubts can be dismissed as to the effectiveness of the stocky window. Much discussion has been heard recently as to the amount that a display man can put into his window and still get good results. Opinions of a very diverse nature have been advanced. No set rule can be laid down, however, which would cover every case. It depends entirely upon the nature of the goods, the size of the window, the location of the store, and, what is greater than all else, the skill of the display man himself. As one man puts it. "I can get good results from both styles of windows. It is entirely a matter of taste. A stocky display can be trimmed to appeal to the man of fastidious taste just as surely as a display containing a very few articles only. On the other hand a stocky window gives a larger selection and in most cases will have

a greater attraction for the passing public on that account. We believe in making complete use of our window space except in cases where it is desired to feature some one article or a limited number of articles most strongly. The success of a trim is not founded on rules as to the amount of goods which can be put in. It depends entirely upon the skill of the display man."

In connection with the trimming of windows for the social season an idea which appeared in the last issue of "The Review" could be utilized to good advantage. One card only might be used with a brief reference to each article shown in the display. In cases where it was desired to quote prices the price of each article could be enumerated on this card.

PUBLICITY WINDOWS.

Display men in men's wear stores do not as a general rule resort to publicity windows at any time. By publicity windows is meant the style of display designed to advertise the store and call attention to it rather than to any particular line of goods. This possibly is because the merchant of to-day clamors for direct results. He wants to be able to trace sales directly to each display which is put in. As a result the display man does not feel justified in giving his time or the use of the window space to secure publicity. There are times, however, when a publicity window can be used to splendid effect especially where the display man has large window space at his disposal.

SUGGESTION FOR MOTION DEVICE.

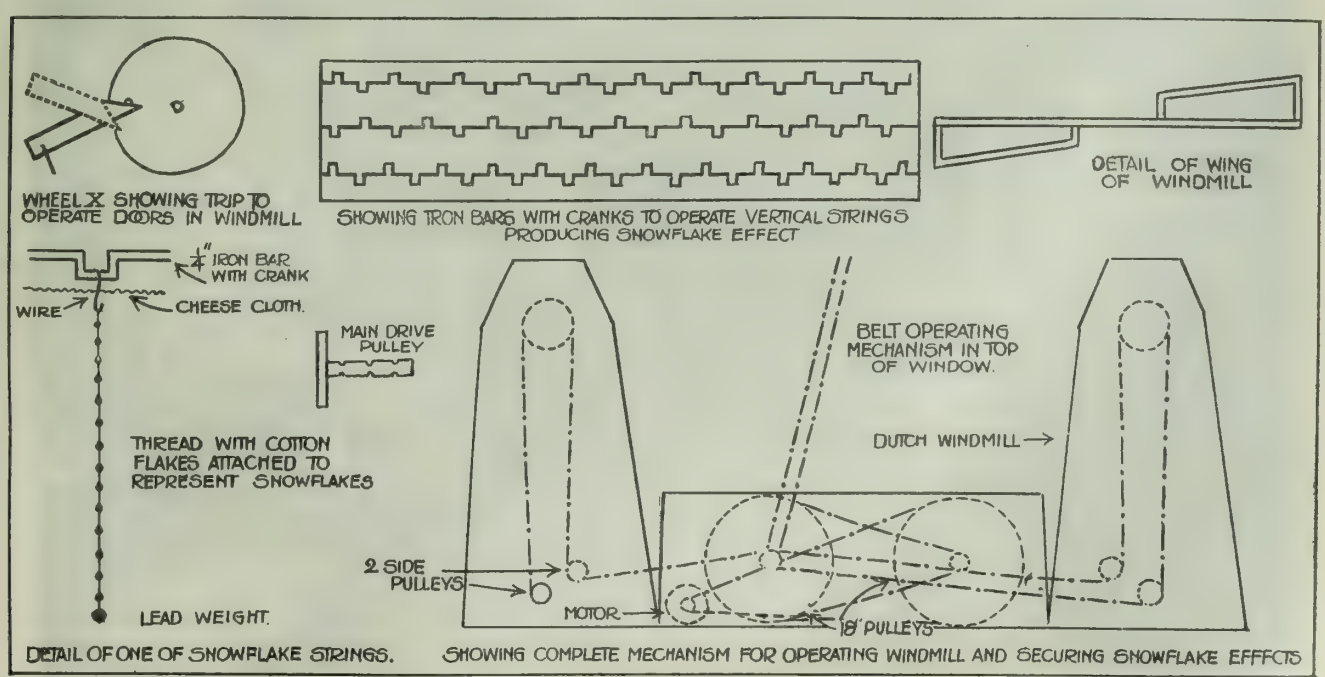
Under the head of publicity windows would come anything in the nature of a motion device. The following suggestion would produce a suitable effect for a Winter trim. By the means described it would be possible to show two windmills in motion during a heavy snow storm.

The windmills can be kept constantly in motion by motor power, the mechanism being concealed under the floor or behind the window.

The snow storm effect can be secured by the use of three one-quarter-inch bars extending the full length of the window, each bar having a two-inch crook about every four inches. To every crook is attached a four-inch piece of stove pipe wire with a hook at the bottom. This wire extends through loosely draped cheese cloth to represent white clouds. To every hook a thread is attached with a lead weight at the bottom and to these threads cotton flakes to represent snow flakes are attached. The shafts holding the imitation make about 20 revolutions a minute, all alternating, and thus produce a most realistic snow-storm effect.

The windmills can be so constructed that the wings will make two revolutions a minute and the doors in the front open with every revolution, a miniature Santa Claus within. The whole device, which is shown in detail in the accompanying plans can be operated by an eight-horse power motor with a series of pulleys to reduce the speed. The entire cost would not exceed $15.

Aylmer, Ont.—The death occurred of William Caron, formerly of the firm of Christie and Caron, men's furnishers. Four years ago, he was appointed Collector of Customs for Aylmer and the business became known as G. R. Christie Co. The deceased was one of the most popular citizens of the place and his death created profound sorrow.


WHEEL X SHOWING TRIP TO OPERATE DOORS IN WINDMILL
SHOWING IRON BARS WITH CRANKS TO OPERATE VERTICAL STRINGS PRODUCING SNOWFLAKE EFFECT
DETAIL OF WING OF WINDMILL
IRON BAR WITH CRANK
WIRE
CHEESE CLOTH.
MAIN DRIVE PULLEY
BELT OPERATING MECHANISM IN TOP OF WINDOW.
DUTCH WINDMILL
THREAD WITH COTTON FLAKES ATTACHED TO REPRESENT SNOWFLAKES
2 SIDE PULLEYS
MOTOR
18" PULLEYS
LEAD WEIGHT.
DETAIL OF ONE OF SNOWFLAKE STRINGS.
SHOWING COMPLETE MECHANISM FOR OPERATING WINDMILL AND SECURING SNOWFLAKE EFFFCTS

Details of mechanism for operating windmill and snowstorm effect in window.

Building Up An Exclusive Business

F. C. Petrie, of Hudson-Parker Store, has Unique Plans, Including new method of Utilizing Waste Space in Windows—Displays Are Changed to Suit Weather Conditions—Splendid Results Have Followed.

HERE IS A STORY told by a bright young manager of a men's furnishing store in Hamilton of his experiences during his first two or three months in building up an exclusive men's wear business in that city. It gives his ideas about window display and a design of his own to get rid of that awkward dark corner in a window that widens towards the door-end. It gives also his plans for the internal equipment and designing, and several wrinkles that he has turned to good account.

The store is a Hudson-Parker branch, at 103 King street east, and the manager, F. C. Petrie, formerly manager of the men's furnishing department of Fashion Craft, Peterborough. As will be seen by the accompanying plan there is a display on three sides of the left hand window. The bases of the windows are of copper. In one window is a display of overcoats and suits with men's wear accessories, and in the other an evening wear showing. Each window has a shelf two-thirds of the way up, along the back walls for shirts, ties, etc., and the height prevents these from interfering with the trims below.

WINDOWS SAME WIDTH THROUGHOUT.

Did you notice anything different from the usual window? No? Well how about the inner corners of those windows that slope from the door to the sidewalk, leaving the inner ends wider than the outer and the space to be filled lop-sided?

Mr. Petrie had a different view. He thought the extra space towards the inner end worse than wasted; that it detracted from the general impression of the window and made it more difficult to secure a well-balanced effect. So he was reckless enough to "waste" space, to have an extra inner wall put in, running parallel with the window glass, so that on the right handside one the width was four feet in front and rear alike. See the plan for corroboration. On the left side this idea was followed out in a modified manner, so as to allow of an uninterrupted display not only along the front but on the extreme left side where there is an entrance to a hallway. The space left in this window is used for electric switches and storing the outfit for the window trimmer.

A view of the interior of the Hudson-Parker store.

A recent display in the Hudson-Parker store, Hamilton. The results obtained from this trim are referred to in the accompanying article.

CABINETS ALONG THE SIDES.

The store inside, like the windows is finished in mahogany, and is much wider than the average men's furnishers' quarters. The floor is covered with linoleum. Along the left side is first a set of three glass covered cabinets for hats and these will be extended in a short time. Next are open cabinets with hangers for overcoats, and beyond these again cabinets for waterproofs, and for smoking coats, etc. Each one has a draw curtain of tan (to match the paper), which keeps out the dust, when the store is being swept.

On the right towards the front are stocked shirts, collars; ties, etc., on the shelves, and three silent salesmen display the smaller wear. A counter with cabinet attachment is used for storing underwear, pyjamas, etc. The cabinets for ready-made men's shirts are towards the rear of the store, also fitted with draw curtains.

OVERCOATS DRAPED ON CHAIRS.

Three chairs along the left side of the store were used in a novel way. Over the back and seat of each was tossed an overcoat, carelessly, apparently, but arranged so as to display its style. This "accidental" disposal of the coats has caused a number of inquiries for these goods.

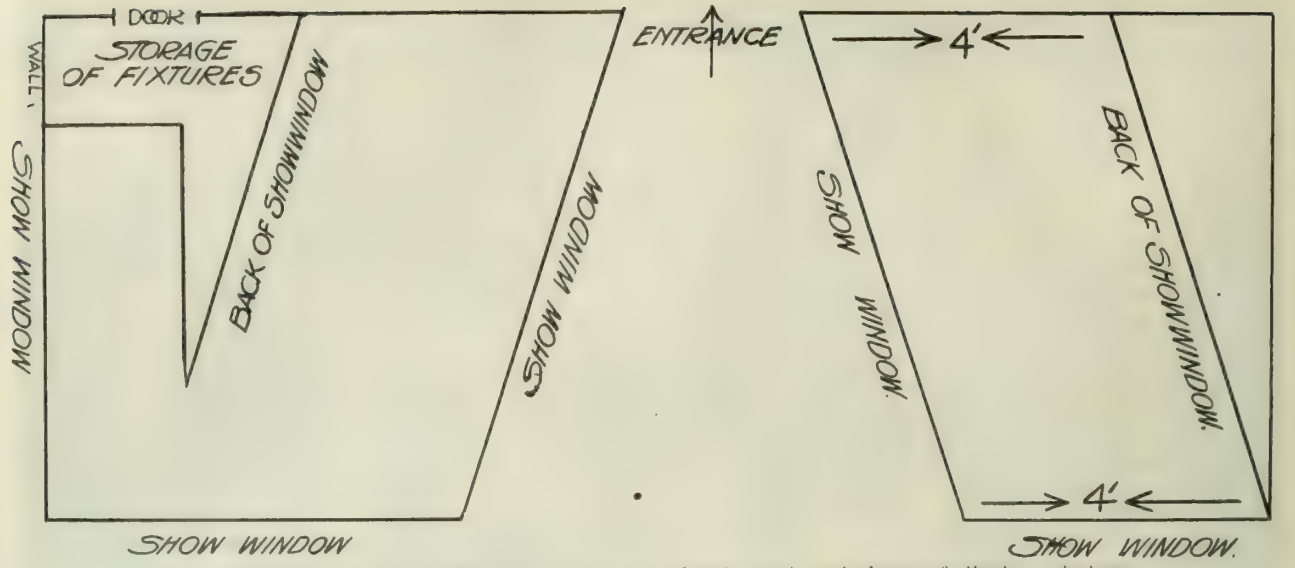
In addition to ready-to-wear clothing the Hudson-Parker store takes orders, and this they propose to make the really important part of their clothing business.

"What means are you taking to build up a good class of business?" The Review inquired of Mr. Petrie.

TRUSTS MOST TO WINDOW DISPLAYS.

"My chief confidence to get men in lies in my window displays," he returned. "I do not advertise anything except the special line of clothes I carry, and not my regular men's furnishings, hats, shirts, collars, etc., at all. I try to put in a lot of windows that will appeal to men who want a fine class of stuff. Once I get them in it is up to me to have the goods they want, get them to buy and please them so much that they will come again."

Mr. Petrie is not one of your once-a-week window dressers. This is a necessary evil in some large, or small and very busy stores, but the manager of Hudson-Parker thinks a stale window is bad business. So he renews them, two, three or four times a week.



Plan of the store front of Hudson-Parker Co., showing original shape of display windows.

CHANGE WINDOWS WITH THE WEATHER.

"One rule that guides me is to change the windows with weather conditions," he explained. "If it starts to rain early in the day, I will jerk out a window, say of shirts and underwear, and put in waterproofs. On a frosty day I would put in overcoats. When a big social event was coming off I would feature evening wear.

"It is astonishing what a rapid response there is to some of our window trims. There was one we put in three days ago and will take out to-night, of evening wear, with dress suit, a bust form with collar, tie, vest, gloves and so forth, and a very neat suit of grey for morning wear, braided. The accessories included silk mufflers, also.

SOLD DRESS SUIT FROM WINDOW.

"It had not been in an hour before business began—it was nearly dead before that. If it had been snappy, cold weather, probably we could not have afforded to give up that window, but as it was we got a $30 touch for a ready-made dress suit and ties, gloves, and collars, and all, taken together, made a good addition to the day's business.

"When we get customers in, we give each a booklet containing attractive illustrations of ready-made or made-to-order clothing, and in this way we are building up quite a business. Outside of this it is a question of keeping a first-class stock of fairly wide range, and this we feel we are doing."

PLAN OF THE STORE.

The following is the plan of the Hudson-Parker store:

LEFT SIDE

Settee for stocking show cards, mirror attached.
Shelves for collars, shirts, ties.
Shelves for underwear, pajamas, etc.
Cabinets for men's coats with hangers for trousers and vests.

RIGHT SIDE

Settee for stocking umbrellas, mirror attached.
Glass cabinets for hats.
Cabinets for overcoats.
Cabinets for waterproofs.
Cabinets for smoking jackets.

Men's Dress in the Future

A CERTAIN writer in a current magazine takes occasion to present what he believes male attire in the year 2000 will be like. A tight pair of trousers with wide flare at the bottoms, heavy coat and no vest and a soft felt hat with a very broad brim are among the items that he foresees. Man apparently is to sacrifice appearance and a certain degree of comfort even on the altar of utility. We trow not. Man is taking more stock in his clothes right along, and he will never descend to the level of garbing himself on the standard of the stage Dutchman. Our friend the author had better "guess again."

Direct Appeal to Boys' Mothers

Continued from page 47.

of pants with each suit, at ages 7 to 17. "Our Two-Pants Suit," is it called, and the descriptive matter is worth noticing. It read:

> "Saves mothers a world of pants patching, button sewing, seam stitching and relieves them of a lot of worry and trouble. They are ideal suits for boys who are hard on their clothes, and each suit is chock-full of smartness and style. The coats are made in nobby D.B. style knickers are cut in full peg. Prices $4.95 to $12.50.

This extra pair is not very expensive when ordered with the suit and has proved an excellent argument in drawing trade and in actual sales to inquirers in the store.

Galt, Ont.—A. J. Smith's store is to be remodeled. A clearance sale is now being held.

Blyth, Ont.—G. M. Chambers is selling out his business.

The Carhartt feature that stretches the buying power of a dollar bill

The workingman now-a-days, in the face of the high cost of living, must needs make a dollar bill go as far as possible. The Carhartt Glove will increase the buying power of a dollar nearly double by giving a glove that wears twice as long as the ordinary kind.

Rip off the reinforcement shown in the illustration and you will find an entire glove. At this point the wear is greatest, therefore, the reinforcement which actually doubles the glove's usefulness.

Every glove is wax-thread sewed. Carhartt's Gloves are guaranteed absolutely satisfactory or money back without hesitation. These gloves are made in a number of styles with or without gauntlet cuff or welted seams.

Let us send our sixty days' approval shipment of gloves and Overall Uniforms. It is returnable or any part of it at our expense.

Write for exclusive agency for your town.

Hamilton Carhartt Manufacturer Limited

TORONTO DETROIT

Selling Points on the Sale of Overcoats

The Difference in the Viewpoint of Buyer and Seller—How to Reconcile Them—Sales of Broken Lots to Keep Stock Clean—Advertising Sales to Advantage—Some Pointers on Salesmanship.

DID YOU EVER REALIZE the difference in the point of view between the Buyer and the Seller?

You will reply, Why, surely their interests are identical. They are both working for the turnover of stock; they both, in order to this end, are working to please the tastes of customers, to build up a permanent and increasing trade. They both want to keep abreast of desirable changes in fashions.

Quite true, but too often there is this distinction; the buyer wants to keep the old stock shifting so that it will never be "old"; so that there will be nothing but "new." The Seller, with an eye to rapid and easy sales, is tempted often to move the new stock, so that the portion bought before is apt to accumulate. The Buyer would push the old; the Seller, the new stock.

This, at all events, is the view taken by a successful Buyer-Seller, James Craig, a composite manager of the extensive overcoat department of Fairweathers, Limited, Toronto, where overcoats are the only line of clothing that is carried. The firm carry a men's department with hats, gloves and overcoats alone; no ties, shirts, collars, underwear, or sweater coats. The stock of overcoats includes those for ordinary wear, for evening dress, for motoring, leather-lined, fur-lined, and all-fur ranges.

CONDITION OF STOCK AS WELL AS SALES.

"A satisfactory year's business must be viewed not only from the standpoint of the turnover but the condition of the stock at the close of the year," he told The Review in the course of an interview.

"You may have to discount your total sales if you have a big stock of deteriorating goods left over, to handicap your next year's business. The loss on these should be a debit item against the increases and profits of the past twelve months, and your net profit, the genuine value of your year's work, may fall far below a smaller turnover with a smaller stock of last year's to add to your new purchases. There were not half a dozen coats carried over from last winter; to be exact only five. I don't know whether under present weather conditions and other influences, I shall do as well this season, but that is what I am aiming at.

WHOLE STOCK IN VIEW.

"It works out in this way. It so happens that I have no 'reserve' stock; that is, every overcoat in the store is on display here, on hangers, in these open stands. I bring them all here, in spite of limited quarters that get crowded with a large stock. But I prefer it even so, for in this way I can keep them under my eye, and there is less chance of an accumulation of bad stock; no chance of forgetting what I really put in stock months before.

TEMPTATION TO NEGLECT THE OLD.

"That is why I feel that as buyer it is to the best interests of the store that I am seller too. There is a tendency, a temptation for the salesman to show the newest goods as the ones most likely to sell, and to neglect those that have been hanging a few weeks. But as Buyer I don't want any stock to grow old; so I bring all out so that there is no liability to forget what there is, and I keep actively working off the stock; I try to keep it alive, to see that nothing drags.

"I pick out the slow-sellers; I get them in front, and make the price attractive."

SPECIAL SALE AT $21.50.

Mr. Craig illustrated this by a special sale that he was conducting on the same day, Saturday, which had included also the preceding day.

"We are offering a certain line of overcoats at $21.50. These are, as we call them in the ad., odd lines; some that are not moving out as quickly as they should, and ones that may be left on our hands. We arrange to have all sizes filled in from our stock to start with, although not all colors. Of course later on in the first day or on Saturday, we may be sold out of a certain size, but the customer understands he runs a risk in all sales by delaying long after the announcement. By these week-end sales of special lines,—not a general sale—we clean out any slow goods, and keep our stock fresh. This system hardly ever fails."

"AN INSANE POLICY."

"And you are content to lose money early in the season on these $21.50 goods?"

"Oh no, indeed we do not. We save ourselves even at this price. I do not believe in selling at a loss; it is an insane policy."

SALESMAN'S TALK IN THE NEWSPAPER.

"How do you persuade the public of the reliability of a sale with such large reductions in price?" inquired The Review.

"By telling the truth," he replied. "Telling it through the salesman to the customer when he has him in the store; and telling it through the newspaper. We simply said we were clearing out broken lines.' I have found that the best line of talk in the newspaper is the line of talk a salesman uses in persuading the individuals as they come to look over the goods."

Well-Built Clothes

If you are one of the successful merchants that handle Lion Brand Boys' Clothing, you know that you can safely guarantee your customers fit, style, quality of fabric and tailoring.

If you haven't stocked this line, you owe it to your boys' clothing department and to the youth of your town to give it a trial. The correct style, all wool fabrics, the tailoring that will give permanent shape and fit are selling points embodied in Lion Brand Clothes that will take the youth's trade of your town by storm.

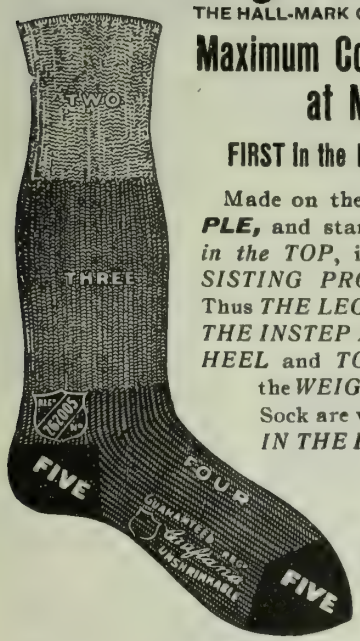
Write to-day for Catalogue.

The Jackson Mfg. Company

CLINTON, ONT.

Factories at :— Clinton, Goderich, Exeter, Zurich

"Craftana."



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Have you told your customers these things about

CEETEE
Underclothing

1. *That the reason "CEETEE" Underclothing is a little higher priced than other brands, is because of the special care taken in the knitting—the long painstake-shaping of the garment on the machines and the superfine quality of the pure Australian Merino Wool used.*

2. *That every garment is guaranteed unshrinkable because it undergoes a patented treatment that absolutely prevents any shrinkage whatever.*

3. *That every garment fits perfectly because "CEETEE" Underclothing is automatically shaped on the machines—an exclusive "CEETEE" feature. It makes the wearer feel more comfortable and his outer clothing looks better.*

The above are strong talking points for you in making sales —clip out this advertisement and keep it for reference.

Look for next issue of this paper for new points.

C. TURNBULL CO.
OF GALT, LIMITED, GALT, ONT.

Later, in the interview, Mr. Craig went into this point more in detail

THE $21.50 SALE.

The announcement for this sale of broken lines took the form of a two-column advertisement headed by the registered trade-mark of the firm. "The House of Quality," and in a border at the upper left hand corner, the words, The Overcoat Shop. The ad. continued thus with the first three lines in display type, the first and third more prominent than the second:

$21.50 Buys
Regular $30.00 to $35.00
Great Coats

When selling is as spirited as it is here lines will break up in a great stock such as we carry.

We're as quick to give you the benefit of it as you are quick to appreciate the break in prices to clear up the lines in the shorter order.

These great coats are amongst the London tailored specialties which we are featuring.

Ulsters, the famous "Toga" coat—soft, fleecy, warm cloths in nice assortment of patterns and colors.

Chesterfields, in plain grey cheviots, satin lined, with or without velvet collars.

All of them seasonable garments and regular $30.00 and $35.00 lines at an attractive clearing price. Friday and Saturday.

$21.50

On the following day, Friday, "The Overcoat Shop" had a parallel column with "The Hat Shop" in announcing a sale of broken lines, to clear out slow-moving stock.

The result of the overcoat sale achieved what the Buyer-Seller had in view, the moving of stock that might later have proved an obstacle in a clean-up for the season.

OLD PRICES LEFT ON TICKET.

Mr. Craig pointed to the stand where the sale coats were collected.

"But this one is marked $30; isn't that reduced?"

"They all are, but I don't believe in that system of putting up a price card showing some higher amount marked out and a lower one—the selling price below it, in red ink, perhaps," was his reply. "I have a feeling that the public suspect the ticket was a made-to-order one, with the price "marked up and then marked down' as they say. I prefer to keep the original price mark on, unaltered, and when we tell customers that this coat has been reduced to $21.50, they are more convinced we are giving good value.

When they see the original price ticket in small figures still there, unchanged, with $30 on it as if it were unconcerned about such a thing as a sale."

ON FRANKNESS.

"Be frank with your customers."

This is a maxim with this Seller and he finds it works well.

"If the salesman doesn't know anything about the wear of a certain cloth, or the good-selling points, far better for him to say so. But better than that, he should be instructed the moment the coats are put in the racks.

"I would go so far as to say to a man that I don't think we have anything in stock to suit him. This is an extreme case, but why not? Of what use in future is a dissatisfied customer?

"Frankness often has its own reward. I remember once an actor came in to buy. We looked over and tried on at least a dozen, and finally I said, 'To my mind, this is the only coat in the whole lot that really becomes you.'

"He took that coat."

NO ALTERATIONS TO THE SHOULDERS.

"To what extent do you make alterations to promote a sale?" asked The Review.

"We alter the length of the sleeves and the bottom of the coat, but never experiment with the shoulders. It is dangerous. You are apt to spoil the whole fit, and change the shape if you do. I give up a sale sooner than do that. However, I often remark to a person,—as I really feel—'Why look for a tight-fitting shoulder? You don't want to seem a band box fashion. There is an aristocratic air, sometimes, in an easy-fitting coat, an easy elegance.' As like as not they agree; the sale goes through and the coat is not spoiled."

MISSIONARY WORK.

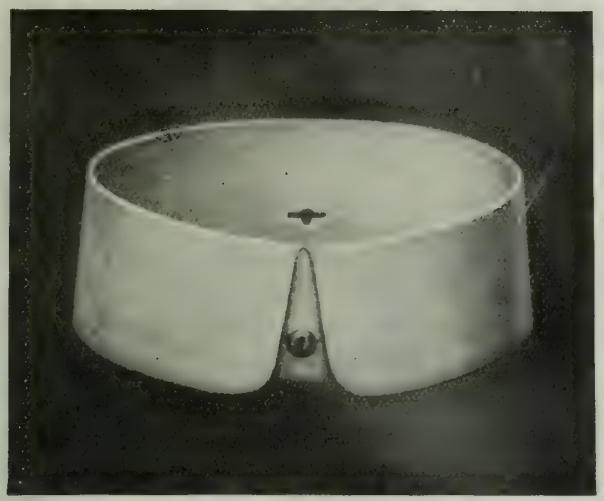
Mr. Craig was called away at this moment. His assistants were busy with other customers and his quick eye noted a new and unserved arrival. He excused himself, and The Review noticed him take down a couple of coon skin coats. The visitor shortly afterwards went out.

"Did you make a sale?"

EXCUSES PEOPLE OFFER.

"No, this was only missionary work. I was 'showing goods.' Perhaps he will come back, perhaps not. He said he was looking over them for a friend.

"Strange what excuses people often think it necessary to make: what lies they often tell, just to get out of buying. And the strangest thing about it is that it is not at all necessary.



CHALLENGE COLLARS

Popular, Stylish, Economical

Arlington "Challenge" Collars have been stocked year after year by merchants throughout America, because they are the waterproof collar that their customers need and demand. If you have not yet handled these neat-appearing, laundry-saving collars you owe it to yourself and to your customers to give them a trial.

Made in four grades of linen coated and two grades of solid stock. Each superior to any other similar priced collar on the market.

The Arlington Company
of Canada, Limited

54-56 Fraser Avenue, Toronto

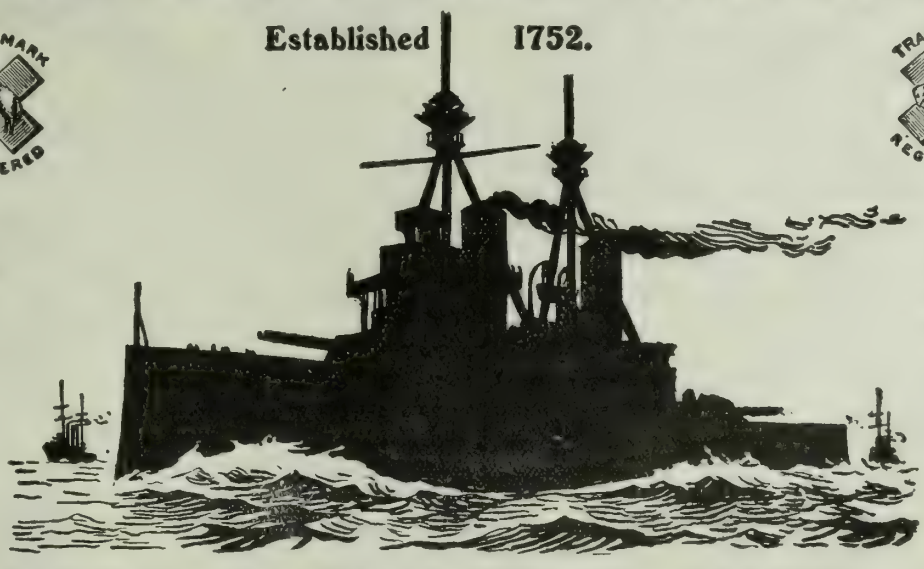
Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

VANGUARD KNITTING WOOLS

Established 1752.

TRADE MARK REGISTERED

TRADE MARK REGISTERED



Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.

Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

The Cartage Question Causes Anxiety

If the Railway Companies Adhere to Their Determination to Give up the Cartage of Freight, it Will Mean a Serious Problem for Wholesaler and Retailer Alike—Some Phases of the Situation.

WITH THEIR 1913 BUSINESS pretty well cleaned up and with that rather tedious task of stock-taking occupying the attention of their staffs the partners and managers of wholesale firms, men's furnishings or dry goods generally, are trying to work out a new problem, bearing not upon styles or supplies or purchases, but upon the cost of transportation. This has been forced upon them by the determination of the railway companies to give up entirely the cartage of freight at the beginning of 1914.

This puts it up to the jobbers to arrange for the conveying of goods between the stations and their warehouses and the hauling of outgoing goods which formerly was handled by the cartage companies under a fixed rate agreement between the manufacturers, jobbers and wholesalers, and the railways themselves. As the railways are canceling all agreements on the plea that they have been losing money under the arrangement for years past, it is natural to conclude that the readjustment will mean a higher cost to some one. Will it fall upon the retailer?

It should be pointed out that there is a feeling among a number of Canadian wholesalers that the railway companies have not facilities to carry the new arrangement into effect by the first of January. As one said to The Review: "Up to the present the railways controlled the cartage companies in the larger cities, such as Montreal, Toronto, Winnipeg, Hamilton, etc. This meant not only that the companies did all they could to facilitate the handling of freight, making the best use of the plant the railways had, but were aided in this by manufacturers, jobbers and wholesalers, both coming and going. Under the new arrangement the conditions will be reversed. The merchants will be 'paying the piper' and will not put themselves out as much as they did before. There are certain to be more delays, and unless the railways improve their own equipment, congestion and serious tie-ups will result. Whether they are willing to take the risk remains to be seen. They need our utmost co-operation even as it is to maintain conditions even half satisfactory."

Another put the case this way: "The railways have certain rules which they claim the right to enforce on all who use them for transportation purposes. We have conformed to these for the most part, but it is quite conceivable that conditions might arise when the companies may not be able to provide a proper service, then whatever their claims to being above the Railway Board, there is at least common law, civil law, which protects the rights of shippers and receivers of merchandise, to which law they must conform.

"In taking the stand, that they will neither deliver goods to us, nor call for goods we are shipping, see what they may be up against. Suppose we find the condition an impossible one for us to solve except at what seems exorbitant cost, and we should say: 'If you will not call for our goods to send off, we will leave the goods that have arrived for us on your hands until it is convenient for us to remove them.' What a congestion there would be.

"Again take consignments marked "rush freight.' Under the present system the railways' cartage companies handle goods sent to the stations in the order of the emergency for they are in control of the situation as they handle all the outgoing freight. Suppose each wholesaler established his own freight delivery system, and a dozen were at the freight sheds at once, all demanding preferential treatment, where would things be?

"These difficulties make me feel that the railway cartage companies will continue in business and that they will make a new offer to us instead of the railways,—a higher one of course than the 3 cents per cwt. we pay now—and on the new basis the freight charges to the consignee will be worked out. We could not each have his own system and work one for each shipment the extra cost to each customer of taking goods from our warehouses to the stations for shipment."

SEPARATED FREIGHT AND CARTAGE.

For many years, up to about 1898, the railway companies in quoting freight rates, allowed a certain amount to be included for cost of delivery. When the latter increased, they found that the two combined would exceed the legal rate they were allowed to charge under their charters. Consequently, in order to approach to this for railway transportation charges alone, they separated the two and made a specific charge of 2 cents per cwt. for delivery. Later on this was increased to 3 cents, which it now is.

In presenting their case to the Railway Board the railways claimed that the 3-cent charge did not equal the cost of delivery as the cartage companies, such as the Shedden, had advanced rates gradually until they far exceeded this. As a result, they were losing money on delivery at all points where cartage companies were connected with the railways, as in the larger centres. They objected, too, to the system as discriminating against the smaller places where

Continued on page 68.

STIFEL'S INDIGO CLOTH
Standard for over 75 Years

For Overalls, Uniforms, Shirts and Coats

This trade mark on the back of the goods STIFEL is your guarantee against all imitations of the Indigo Cloth that has held the confidence of garment *makers* and *wearers* for over 75 years---on its unapproachable merit.

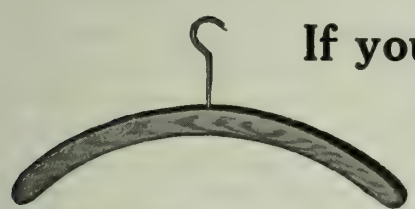
Nothing can equal Stifel Indigo Cloth for service and satisfaction.

Insist upon Stifel's Indigo Cloth—the world's standard.

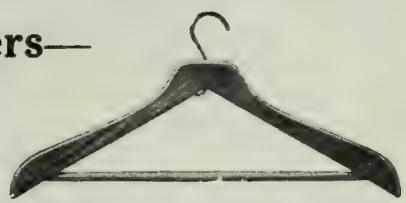
CLOTH MANUFACTURED BY
J. L. STIFEL & SONS
INDIGO DYERS and PRINTERS

SALES OFFICES

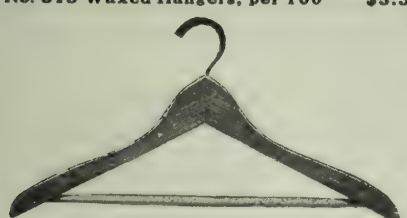
NEW YORK 260-262 Church St.	ST. LOUIS 426 Victoria Bldg.		
TORONTO 14 Manchester Bldg.	PHILADELPHIA 839 Market St.	SAN FRANCISCO Postal Telegraph Bldg.	
MONTREAL 100 Anderson St.	BOSTON 68 Chauncy St.	ST. JOSEPH 201 Saxton Bank Bldg.	ST. PAUL 242 Endicott Bldg.
BALTIMORE [illegible] W. Fayette St.	CHICACO 223 W. Jackson Blvd.	KANSAS CITY 205 De Graw Bldg.	WINNIPEG 400-02 Hammond Bldg.



No. 515 Waxed Hangers, per 100 $3.50



No. 560X (waxed) Price per 100 $7.50



No. 6—73 Price per 100 $5.00

If you buy Garment Hangers—

you cannot afford to place your orders before seeing samples of our lines

We carry in stock for prompt shipment, from 50,000 to 150,000 garment hangers, of all styles. Write us for samples by mail, also send for our large fixture catalogue. **Wholesalers!** Attention, we want you to handle our hangers. Write us at once for quantity prices.

CLATWORTHY & SON, Limited
161 King St. W., Toronto, Ont.

(Made in France)
Guaranteed for one year.

S. E. Porter & Co.

Sole Agents for Canada.

Complete Stock on Hand

at

"Birks Building,"
MONTREAL

IMPORTANT to PYJAMA MAKERS

Ashton & Pulford

22 Back Piccadilly
MANCHESTER (ENGLAND)

Can supply all your requirements in

KNITTED or BRAID GIRDLES, FROGS, LOOPS, TASSELS, BUTTONS, TAPES, etc.

Working Out Problem of Knit Goods Advance

Sweater Coats, Underwear and Hosiery Meeting Rise in Wool—Some Feeling of Apprehension—Color Season in Spring Hosiery Revealed in Orders for Whites and Shot Effects — Are Tans Receding?

HOW TO BREAK the news of higher prices as gently as possible to the retail trade in January is the particular aspect of Selling Talks that is making the knights of the knit goods knit their brows as well, now that the day of their sortie upon the hosts of the retailers draws nigh. The article in the last issue of The Review in which a manufacturer was quoted as saying that the schedule of sweater coat prices would be advanced from $33 to $36, $36 to $39, $39 to $42, and $42 to $48, and lower rates in proportion, owing to the advance in yarns, has been received with deep interest. While some manufacturers agree that this will be their practice—or, reversing it, giving a lighter weight for the same price as last year, others declare that the season is hardly opportune for a heavy advance and that they may still decide to bear the increase in wool themselves. Others again, claim that they will advance prices to "uneven" figures, for example, from $36 to $37, instead of $39; as representing more exactly the real increase in cost. To offset this there is the opinion advanced in many quarters, retail as well as wholesale, that the retailer does not want to deal in "odd" prices, neither from the wholesaler nor to force it on the public, that he would be more content with a $36 to $39 advance, and selling at his usual retail price for a $39 article, rather than to pay only $37, and create a new retail price based on a $37 wholesale cost. The solution of buying at a $37 rate, and selling on the basis of a $39 one, does not seem to have struck either party as a possible way out of the difficulty, which surely unconscious or not, is a tribute to the innate honesty of the retailer in his dealings with the public.

SWEATER COATS, UNDERWEAR, HOSIERY.

These coming advances apply not only to sweater coats, but to wool and cotton underwear, and to hosiery, though with different percentages. Agents of British firms and jobbers agree that in nearly every line of knitted wear advances have been or will be made. Picking up some samples of sweater coats, a low-priced line, a manufacturer's agent stated that these were invoiced to him at 40 cents a dozen more than one year ago, and better lines in proportion. Another estimated the average advance in sweaters at 5 to 7 per cent. and in underwear about the same. It should also be pointed out in this connection that some agents have written manufacturers advising against increases going into effect at present; others feel that where the state of the "raw" market warrants it, trade is buoyant enough to absorb any increase that is justified. In one or two cases the former class declared they themselves, as jobbers, intended to pocket the loss in profits the manufacturer's increase in prices would represent, and hand on the goods to the retailer at last year's schedules. (From 5 to 7 per cent. up.)

A large jobber in hosiery who has just returned from a trip to England gave the following statement to The Review of the situation in that line: "There has been an advance of from 5 to 7½ per cent. in the low grade of worsted yarns only, and in these alone there has been an increase in prices. One way of allowing for this is to leave out the 'mending card' (the card often inserted in socks and stockings with some yarn on the same as the goods themselves.) This would make up in cost for the advance in price. I find that in cashmeres and the better yarns generally prices are steady and no advances have been made."

WHERE TANS FELL TO THIRD.

The Review was permitted to glance over the records of orders of another large jobber in hosiery and it contained on analysis some very interesting sidelights on the views of many of the leading retailers in Canada on the tendencies in hosiery for Spring. So far as women's lines are concerned — and they have at least a reflected interest even in a men's wear article—it was evident that this was to be a Colored Hose Season. Those colored lines were ordered in every direction. Blacks and whites were there, but orders from scores included tan, champagne, purple, cadet, emerald green, pink, sky, Nell rose, pearl, cerise, helio and nearly every other color not contained in the rainbow.

As for men's a similar investigation showed blacks slightly in the lead, with whites (and creams) a close second. What of tans?

"A very poor third," was his reply. "Yes," he added, as he turned over page after page, "tans will be relegated to a back place this year among my customers."

Shot greys in silks and greys in clock effects are also showing up strong.

A second jobber when spoken to had not had the same experience as to tans, but thought they would be "pretty strong again;" better than white. Greys, helios and navies were also figuring in the orders.

FANCY SILKS WILL SELL WELL.

"Fancy silks will go well, judging by our orders so far," he went on. "These are being made up in

Continued on page 68.

KANT KRACK
COATED LINEN
COLLARS
We take the "season of compliments" as sufficient opportunity to extend our thanks to the trade throughout Canada for their patronage during the past year.
We also wish you to accept our hearty wishes for an *enjoyable Christmas and a Happy and Prosperous New Year.*
The Parsons & Parsons Canadian Co.
HAMILTON, ONTARIO

REMOVAL NOTICE

Owing to the increase in our business, we are compelled to have more room, and on January 1st next, will be located at

THE CORNER OF

KING ST. and SPADINA AVE.

Where we will have LARGER PREMISES,
LARGER STOCKS
BETTER and BIGGER VALUES
and give the same PROMPT DELIVERIES.

NOTE THE ADDRESS, KING ST. and SPADINA AVENUE

Toronto Waterproof Mfg. Company

RELIANCE BRAND KNIT COATS FOR GOOD DRESSERS

RELIANCE BRAND
SWEATERS AND UNDERWEAR

THEY WILL STRETCH BUT NEVER TEAR
NEVER SHRINK AND ALWAYS WEAR

THE
RELIANCE KNITTING COMPANY
LIMITED

Makers of
Reliance Brand Sweaters and Underwear

¶Our selling force will be out the first of the year with an entire range of Reliance Knit samples of sweaters, underwear, caps and children's wear.

We have made adequate arrangements to cover the entire Dominion of Canada.

¶We are showing for Fall the most complete and exclusive designs in Canada. In the range are many features which are not only new to ourselves, but have never before been offered to the Canadian merchant.

The Reliance Knitting Company, Limited
King and Bathurst Streets, TORONTO

RELIANCE BRAND COATS FOR WOMEN AND CHILDREN

RELIANCE BRAND UNDERWEAR HAS EXCLUSIVE POINTS

THEY WILL STRETCH BUT NEVER TEAR
NEVER SHRINK AND ALWAYS WEAR

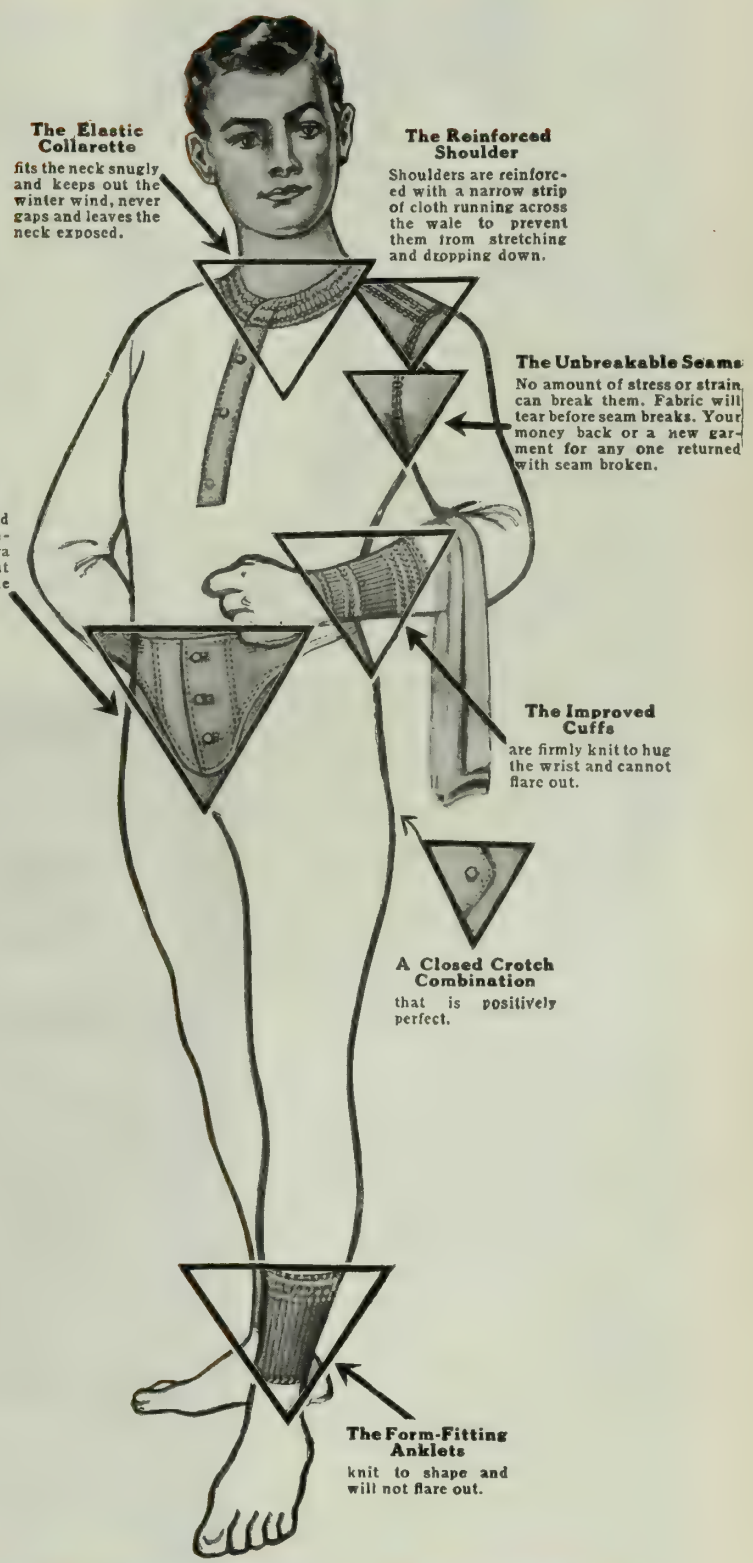
THE RELIANCE KNITTING COMPANY LIMITED

Makers of

Reliance Brand Sweaters and Underwear

¶We are amply prepared to take care of your requirements large or small. *Our styles are right, our values are right.*

Do not place your Fall order until you have seen our line.


The Elastic Collarette
fits the neck snugly and keeps out the winter wind, never gaps and leaves the neck exposed.
The Reinforced Shoulder
Shoulders are reinforced with a narrow strip of cloth running across the wale to prevent them from stretching and dropping down.
The Unbreakable Seams
No amount of stress or strain can break them. Fabric will tear before seam breaks. Your money back or a new garment for any one returned with seam broken.
The Staunch Waistband
—strongly stitched and thoroughly well finished, showing the extra fine workmanship put into all parts of the garment.
The Improved Cuffs
are firmly knit to hug the wrist and cannot flare out.
A Closed Crotch Combination
that is positively perfect.
The Form-Fitting Anklets
knit to shape and will not flare out.

The Reliance Knitting Company, Limited

King and Bathurst Streets, TORONTO

RELIANCE BRAND UNDERWEAR GIVES PERFECT FIT

Those After Christmas Dull Days

A Few Helpful Suggestions to Overcome the Christmas Lull—Clearance Sales Should be Held — Specialize on One Line at a Time—Show Cards and Price Tickets Should be Used.

Written for The Review by Paul O'Neal

EVERY MERCHANT experiences that depressing commercial calm after the blustering, busy business days preceding the Christmas holiday. It is during this lull one feels like locking the store doors, telling the help to take a holiday while you go home and read and smoke till business picks up. But one must not give way to such business suicidal feelings, so it is well to do something to "Raise the Wind" to blow your trusty old Store-boat out of the temporary calm of the commercial sea.

What shall be done? Simple enough. Offer specially attractive inducements from a price point of view that will be so compelling in interest that trade will simply drift your way, naturally, unconsciously. If you handle clothing there will be the odd sizes in suits and overcoats that should be cleared out even if you have to go down to the cost price to do it. Remember the first loss is the cheapest. Such a clearing is good advertising. It will be sure to bring customers who will purchase more or less of your regular lines. Remember this clearing sale is not a general clean up of everything you have in stock. It is a clearing out of odd lines and special lines and the price reductions will be the attracting power while the regular lines will furnish the profits.

MAKE HALF YEARLY EVENT.

It may be well to make this clearing sale a regular half-yearly event, every July and January. Arrange to start it on a fixed day each time. That may be the second Saturday or the 15th of the month, or any other day that may suit you best. Call the sale by some special name, such as your "Regular Half-Yearly Sale," or "Our Twice-a-Year Clearing Sale," etc., There will be odd lines among your ties, gloves, shirts, collars, hats, etc., that can be made very tempting buying during this dull season. Increase your newspaper advertising space, then dig up your cut drawer and get enough cuts to make your advertisements a little out of the ordinary. One day advertise a collection of men's gloves, odds and ends of sizes and styles, a straightening out of your regular lines at from one-half to two-thirds regular price. Quote two prices, the actual price and your sale price. By actual price we mean the truthful regular price. Do not "Raise" the price for this sale. No merchant can afford to do anything but make his every business transaction strictly honest. The time for tricky business methods is past, except in large centres where sharks cater to transient customers whom they

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Sets of Crepe Tie and Lisle Socks	8.00 to	12.00	"
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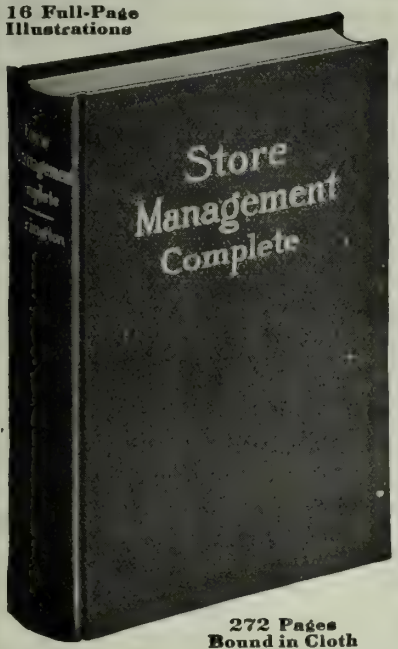

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expect to see but once. Fair, honest, upright dealing is the kind that wins confidence and holds trade.

A SUCCESSION OF SALES.

Following your glove sale arrange a shirt sale. It may be well to buy a few specials to augment your stocks in this line. A shirt sale is always an attraction for buyers. It is sure to bring trade to your store. This shirt sale can be run for two or three days.

A collar sale with an accompaniment of ties can follow this sale for two or three days more. Buy a line of "Off-Color" collars from the makers to sell at about 7c each. This can be made a great feature.

The tie sale will be just a collection of slow sellers and odd colors reduced to a price that will clear them rapidly.

Then there is the hat sale which will enable you to rid out odd sizes and last fall's styles, leaving your shelves ready to receive the new spring lines so soon to come in.

If you have double windows use one for your sale goods and the other for your regular lines. Among your special regular lines will be clothing for the social season which will be well into line by now. There will be dress suits, ties, evening shirts, vests, gloves, etc., which should come in for prominence in your advertising and displays.

DESCRIPTION OF CARDS.

In all these various lines use your windows extensively and see that your cards are attractive and displayed prominently. Price ticket all your sale lines both in the store and in the windows. The cards shown this month should give you suggestions both for your sale goods and for your regular lines. The Annual Sale card is done on white with large letters in red, and small ones in black. The shading is in grey.

The $2 hat card is made by cutting a hat from a manufacturer's fashion plate or other advertisement and pasting it onto the card. It will do for either your sale or regular lines, the difference being largely in the price. This makes a very strong card.

The Shirt Card is an air brush design made by laying an oval pattern and two strips on to the card and air brushing around them. The word Shirts is in red and the dollar and small letters are in black.

The Tie card is an air brush design, a marble slab effect. It is done in dark brown, the figures in black and the small letters in red.

The dress suit card is brown with the man in black and lettering in white. This is a very effective card.

From these card ideas you should evolve others that will help you over this usually slack January month.

Working Out Problem of Knit Goods Advance

Continued from page 62.

black and white, black and red, black and tan, etc. Shot effects will be good sellers, the color (in contrast to the black ground work), showing up more prominently in the silk and wool combinations than in the pure silk."

CASHMERES LOSING GROUND.

Are customers losing their popularity of years?

Yes, if the opinion of a number of retailers is an accurate sizing-up of public wants.

One of these wrote to a wholesaler early in December that his best policy would be to supply cotton socks to sell at 25 cents retail, and lisle at 35 and 50 cents. "If you do this we don't care much what you send us in cashmere for the Spring."

"The people are getting out of a fancy for the heavier cashmere," said this wholesaler to The Review, "just as they are doing away with heavier underwear. "They are wearing cotton in Summer and lisle or silk in Winter,—and even cotton."

How do you find it in your own experience?

The Cartage Question Causes Anxiety

Continued from page 60.

local carters delivered goods for which the consignee paid. They, therefore proposed to discard the whole responsibility for the delivery of freight after January 1, 1914.

The situation is a very complicated one but any new system is certain to be considerably more costly however it is worked out. In a certain line of goods, a manufacturer assured The Review that while the cost of distribution to a single party figures out from $2.50 to $3.75 per carload at present, under the new arrangement this would be increased to $8 or more. If this is divided up among several hundred dozen articles it will be seen that the advance may not be excessive, but still it is such as to call for a careful adjustment.

Selling Points on the Sale of Overcoats

Continued from page 58.

"They will, tell you they have come in for a brother, or a friend; look over the goods and go away, saying they will tell them about what they saw. Probably it's ten to one they are looking on their own account and chose this as giving them an easy chance to retreat.

The Review should make a memo here, as an additional cause of gratitude to Mr. Craig from itself and its readers, that the visit took place on a Saturday morning. And, finally, if wishes are of any help, it proffers its own most heartily, that Mr. Craig's stock sheet at the end of the winter selling will contain, as last Spring, not more than FIVE unsold overcoats.

Bows and Knitted Ties Strong for Spring

Former so Important That Special Designs of Silk Are Being Made—Knitted in Derby and Straight Tubular Will be Popular —Basket Weave Effects—Styles in Mufflers.

THE SHOWINGS of ties for next Spring have been described in earlier issues of The Review, but at the present time opinions are more likely to be exact as samples will be ready for the road in a week or two, and a certain unanimity of prophecy on the part of the manufacturers is usually a pretty safe guide for the several lines on which they agree. The merits of their choice on lines in which they differ can be established only, of course, by the reception they receive from the retailers, and sometimes not always then. The ultimate possessor of the tie sometimes makes the best of the merchants renounce all claims to foresight in their make-up.

But there is a fair amount of agreement on the strength of bow ties, which were coming on promisingly in August and September. The start they received then, after such a long probation, has drawn more attention to them in Spring planning, so much so that special designs have been created for the batwing shapes, instead of leaving them to be cut from the ordinary tie silks. The new designs, as might be expected, show stripes and borders for the ends, following the examples of the four-in-hand. The latter will head off bows only if there is a late Spring, for the little fellows are warm weather ties, *par excellence*.

SMALL CONVENTIONAL DESIGNS.

The four-in-hands will continue along present popular lines, broad flowing ends with borders and bias stripes under the knot. Although in Europe there is a hint of bright colors and prominent designs as if an Oriental revival were coming. All signs among Canadian jobbers point in the opposite direction, towards small, neat, conventional designs in stripes and borders with nothing bizarre or noisy. This is quite in line with the prevailing tendency in shirts, although in these, the last few weeks, there have been heard the rustlings of some fairly pronounced colors and wide stripes. If the makers can do good guessing, green will be a much worn color, probably the leading one.

"BASKET WEAVE."

One of the novelties in design so far as the adoption to ties is concerned will be a "basket weave" effect resembling the shepherds' plaid. This was suggested indeed by the strength of the latter among suitings for Spring, as announced some weeks ago in The Review. The tie design, however, is many times smaller than the cloth squares as more befitting a small piece of silk. These will be found to a certain extent in all-over effects, but more in warp or background of black, and the basket weave of black and white as a border or pattern below the knot. This is also worked out in a combination of silk that is ribbed like a fan and has a basket weave border, and comes in all shades. Sometimes it is seen in red on a warp of black. This basket weave effect has been reproduced on collars as an edging down the front in black and white, tapering off at each turn.

DERBIES IN KNITTED SILKS.

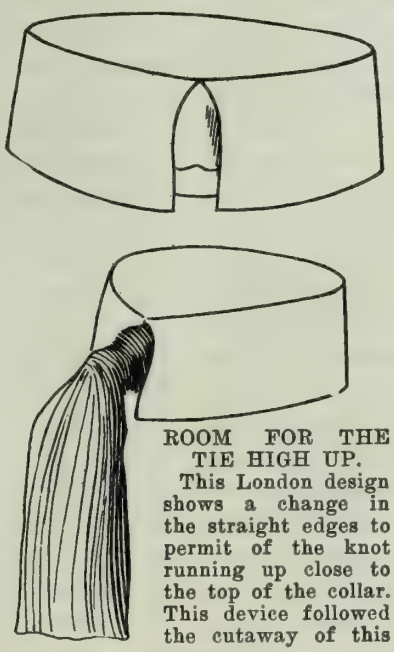
The feeling months ago that knitted ties would continue to run strong shows no signs of relaxing, and the strength developed during the past few weeks in Christmas lines confirms the earlier views. Mention has been made of the broadening of knitted ties, to double the former width or nearly four inches at the end. The object of this was to secure a better display that would rival the ordinary flowing ends, and provide a wider flare below the knot. While this tie in a few weeks has become a universal seller—in spite of an advance on the old narrow style of 50 cents to $1.00 each—it is not thought it will do so well in the Spring just because of its greater size, suggesting too much warmth. But the departure to double width is not the only one: a derby shape is shown in crushed out goods. As to colors, while the simple self-colors are always good, some bright combinations are shown, yellow and red border effects being one. Indeed, where the cut silk ties are quieter, the brighter colors are being worked out in the knitted goods.

Along with the derby shape the narrow tubular knit or "straight" tie will be even stronger than this Fall as there will be no rival in the wider ties, the "English hand-frame knit." These last named, a manufacturer claims, cannot be made up in Canada yet, as this requires new and costly machinery.

Ties will continue to be bought for their looks in the haberdasher's window, regardless of whether the pattern portion of these looks can be reproduced on the outside of the small part that shows in the cut of the vest. And so long as this tendency lasts—and why should it not indefinitely?—so long, it would seem, would the call for the wide flowing ends continue.

A SHIFTING SCALE OF PRICES?

This again brings up the question of the greater cost and again



ROOM FOR THE TIE HIGH UP. This London design shows a change in the straight edges to permit of the knot running up close to the top of the collar. This device followed the cutaway of this season.

and again manufacturers voice the opinion, the protest of the one in The Review of two months ago, against being forced to keep on the larger, more costly, flowing ends at $4.25 per dozen, instead of paying $4.50 as a small margin to the maker to lower the extra cost of the larger article. While most larger manufacturers report that the ordinary, staple silks for ties remain about the same price, the novelty silks—especially when only one order of a particular design often goes out to prevent duplication—are costing from 20 to 25 per cent. more than one year ago.

"We can make ties for $4.25 a dozen as we did before, but if we are to get any profit at that rate the quality must be cheaper, and the chances of their splitting after a little wear or fading, much greater. We must either get a little extra or cut down on quality, and the quality is what every one, manufacturer, retailer and public, should combine to retain. There should be a sliding scale in ties, such as 50, 55, 65 cents retail. Then the public will be getting better values than they are now, with greater satisfaction all round."

NO VELVETS FOR SPRING.

There appears to be general unanimity over velvet ties, that their day is over. The sale has been very scanty for Christmas and few are making any attempt to show any for the Spring. While velvet has failed in ties, there is a revival in one direction—vests. Manufacturers report these are going better than ever. Warmth is a quality that appeals in a vest, where it is a detriment in a tie.

While a few knitted mufflers are being shown now with border effects they promise to be very strong for next Fall judging by the samples that are being prepared. Two-color combinations and ribbed effects will be seen everywhere.

The close relation between the style of collars and of ties, season by season, is recognized by the manufacturers of both. The growing flare in ties below the knot, in the desire to present on the wearer something of the expansive display that caught admiring eyes in the store windows, has led to a widening of the collars to admit of more of the tie being seen. In this issue is shown a design that permits the knot to be moved up to the top of the collar. There is a difference of opinion just at present as to whether this tendency will continue next Spring and Summer. Some are confident it is a custom come to stay as most of the collars sold now for business wear are cutaways. A tie manufacturer told The Review, however, that his information led him to believe the more closely-fitting collar would return next year, and so he was turning to a rather smaller knot in tie designing. That was one reason why he felt the wider silk knitted shapes would not be permanent.

The popularity of velvet vests for this Winter has been referred to. There is reason to believe that the Spring will see fancy vests strong after a few years of comparative quietness. These are being made up in fancy patterns, principally in greys and white and black two-tone effects.

Altogether, if Spring prophecies come true to even a moderate extent the men's furnishers will have all manner of variety to work upon.

PLAY UP TO EVENING WEAR FOR FIVE DAYS

THE DULL WEEK between Christmas and New Year's, when people seem sated with shopping, and the giving and receiving of gifts, would seem to have spoiled the zest for bothering about what is doing in the shops,—what have you planned for it?

You have been busy with the last few days of Christmas shopping, glad enough when it is over at the prospect of a rest, not thinking of the holiday week; willing, it may be, to let it go by default so far as any serious arrangements are concerned for converting it into good business with a fair share of the months profits.

You may be getting ready on the other hand for a big "clearance sale" early in January; a semi-annual or an annual; getting rid of your left-overs as best you can to clear the decks for your Spring stock. But there is a safe and profitable line awaiting you for the Christmas-New Year's interval.

Try five days of pushing evening wear.

Many whom The Review saw this month, in several cities in Canada, had worked along this line for one year or several; and all recommended it as the best line of effort.

You will rack your brains in vain to find a weak spot in the public's armor along many other lines. Nothing doing in colored ties:—"Got to get rid of that fright —— gave me some way or other." Underwear does not appeal particularly; smoking jackets may be needed and wanted badly, but the disappointment at the failure of some good Christmas fairy to supply it, is likely to remain.

But evening wear: dress suits, shirts, glace kid or suede gloves, white ties, pearl studs, and an occasional topper, are the questions of the hour. It is a season of festivities, the most active in this particular of the whole year. "Parties" galore, dances, an evening at whist, and entertainments varying from a concert to a skating supper, or a sleighride a la hay wagon. Everything goes. This is the harvest-time of the evening wear lines of the men's furnisher.

Advertise them if you can; use cuts in your "ad," and play the game strong in your window. Put them all in, and add a dressy silk muffler. It all helps to whet the appetite and draw the young man or his mother in to buy. The window display is as strong in suggestion at this time as a stocky trim of small wear before Christmas.

Continued on page 71.

Blue Has the Call for Soft Hats for Spring

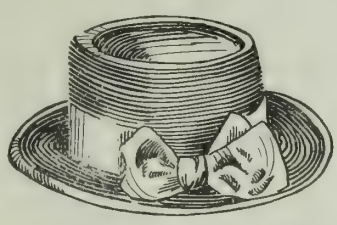
Green Losing Ground Steadily—Higher Crowns in Stiff, Soft and Straws—More Roll in Brims—The "Pugaree" in Bands for Stiff Felt and Straws—Better Quality in Spring Buying.

SEVERAL MONTHS AGO The Review dealt with the main features in Spring hats and caps. In the stiff hats the tendency towards higher crowns and a more pronounced roll in the brim, supplanting the low crowns and flattish brims of last Spring. In straws the higher crowns and narrower brims were described. It was also stated that the bow at the back would not be as strong as it had been this Fall, but that the "three-quarter" bow would make a bid for favor.

Later information and complete lines of Spring samples confirm these views in all particulars. The extreme style of the back bow has been added to by buckles or buttons in many samples, and these are found to a certain extent on the three-quarter bows also. As in the past, a good stock of side bows must be carried for older men and the more conservative of the younger set.

DEEPER BANDS ON FELTS.

While the velvet band is commonly used with the soft hat, it has not been adopted to any extent on the stiff and the silk band remains. In all styles except straws the band is deeper, increasing from the average of one inch to an inch and a half. There is a peculiar looking band on the market for Spring, the "Pugaree," which promises to take some education to stir up admiration. One might be forgiven for coming to the conclusion that the band developed a few creases in being ironed and that the presser forgot to take them out. The silk band has several tucks taken in it, not up and down, but around the hat, about one-sixteenth of an inch in width. At the back, to take the place of the bow, the band is folded on the bias to within one-quarter inch of the bottom, when it runs straight down. This band is being made for straws also in "removable" style.



GERMAN VELOUR HAT.
This is a new design by a Berlin firm, made in green, blue, brown and black.

BLUES SUPERSEDING GREENS.

In soft hats the going will be harder for greens next Spring than it was in the early Fall. Then they had a phenomenal vogue. This continued for six weeks or two months, and then the public, seeing them too often, turned to blue, which has become the more popular early Winter shade. The manufacturers are looking for it to continue into the Spring, perhaps on the analogy of navy blue being one of the most popular of Spring lines in suitings. Light browns will also be strong, while greys can never be supplanted as the staple in soft hat shades.

Velours end with the Winter. So with velvets. This seems to be a dictate of custom, a reasonable one, surely for the average head that fears over-loading. So with all manner of chinchillas and allied varieties. The plain felts seem to have pretty much their own way. Velvet bands naturally follow the heavier crowns and brims into seclusion until next Fall.

As in stiff hats, higher crowns will be the prevailing style with brims tending to be more rolled instead of the flatter forms they were assuming the last couple of years. For all that, welt brims either of the broader type, or the narrower with the appearance of a roll, are going well. It will take a long time to kill that rakish-looking cowboy-sombrero effect in the soft felts.

DEMAND FOR BETTER CLASS GOODS.

Manufacturers are looking forward to a good volume of placing business in January. One Ontario firm mentions the cities of Western Ontario and the larger centres of Western Canada as developing surprisingly expensive tastes in soft hats. The ones that retail at $5 are being ordered heavily, and in stiff hats $18 is being replaced by $24 per dozen lots. Western Canada also, at least in the best stores in the larger cities, is after the latest style and best quality. This condition cannot but hold out bright prospects for the retail stores, as a higher grade in hats is not found by itself: better shirts, better ties, better suits, better underwear, are all linked together in satisfying the latest edition of tastes in men's wear.

And with higher-priced goods, come higher profits.

Play up to Evening Wear for Five Days

(Continued from page 70.)

PRICE DOES NOT MATTER.

Probably it is better not to bother about price tickets, this time least of all the year. The young man and his mother will not bother much about it themselves, so why need you? It is not a question of price, but of quality. If they look nice, dressy, good, the sale is yours without a word more. He must look his best: what matters a few cents. Be an "exclusive" men's wear man for this week even if you never repeat the offence.

A Talk on Selling Clothing

By Otto Buehrmann

THESE SELLING talks are but suggestions to the individual; the application of the ideas must be a personal matter; and at this season, nearing the holidays, the recollection of long hours on the floor, the many trying experiences of temper and patience, bring to mind a few suggestions of time and temper-saving practices, chief of which is a complete and thorough knowledge of the location of the stock and an intimate acquaintance with each article, its value and its adaptability to certain classes of customers.

In the rush of the Christmas trade, one salesman who knows the stock, and can put his hands on any article in the house in an instant, is worth two men who will have to "look it up." No matter if the item is not in your stock proper, for your customers buy all over the house in the average-sized clothing store; the salesman is expected to sell all over the house, and when he can do this without any hesitancy he is in a position to make friends of the trade.

The crowded condition of the store demands this thorough knowledge of the stock, and a cool head, a quick eye and an even temper are friend-making attributes for the salesman who is so happily equipped. No wonder he has one or more customers waiting for him to serve them. He saves hours of stock keeping by handing the customer his size of 38 x 31 trousers at once, without waiting to measure him or asking the size. When the tired mother comes shopping he sizes up her pocketbook and the demands of the boy who accompanies her in an instant, by showing just what is wanted, as against trying to find something to suit.

It is not that his ability as a salesman is so superior to the other men on the floor, but he knows where to find the goods at the right moment. A first-class stock man will have advantages over the brilliant salesman, for the records often show that brilliant salesmanship makes but comparatively few sales in the rush.

I use this actual happening as an illustration: A mother, wishing to buy a suit for her son, came early in the day to avoid the rush. A salesman who had not felt called on to learn the boys' clothing stock, as he was "over on the other side of the house," came forward to wait on her. Of clean-cut appearance and capable looking, she felt him to be efficient. She selected the suit; the coat seemed to fit, and, as the trousers of a like age usually fit, the suit was bought, but the salesman did not know that the trousers selected were cut very full, and would fit a chunky boy much better than this one, who was slender and tall for his age. When at home the trousers were tried on, and were found entirely too large, and, now that this fact was so plainly seen, the coat was deemed too full in the back, and in the busiest hours of the afternoon the mother and boy were compelled to go back to the store.

Following the rule that the salesman who sold the goods must make the exchange, the two had to wait until he was at leisure. When at last the now really busy salesman made his appearance he knew no more at this time of the day about the stock than he did in the morning, and the day's selling had not put it in better shape for him to find other kinds of suits and sizes for Tommy. So he went at the job with a doubt in his mind, which should never be present in the man who knows his work. Suit after suit was tried on until, in desperation, one was selected and taken home, where it did not fit overwell. The element of "good service" is not present in the entire transaction. It was even possible that the whole performance would have to be repeated on the morrow.

Mr. Salesman, whose fault was it that your "book' was no larger that night? "The boys' clothing was not in your stock at all," you may reply. Every garment, every article in the house is your stock when you wait on your customers all over the house. The customer only knows that you are a salesman in the store, and only remembers the service you rendered was poor. No store advertisement of "the greatest efficiency and service" will ever explain to the mother why she had to make two, or possibly three, trips to find a suit for her boy, and caused her so much annoyance when she was busy with her Christmas work.

The holiday season is the time for "second calls," "stock men" and "extras" to forge ahead, by knowing when and where to find the goods in the rushes of trade. Head salesmen are the ones who have worked their way to their positions by "knowing," and the road is free and open to any ambitious man who wants to use it. Success is within the grasp of every man in the house, and while at times it may seem an impossibility to the stock boy that he can ever become "First Call," let him take a try at climbing, during the rushes, when so many of the salesmen are asking, "Where is this or that?" Be able to say, "What you want is on the third table, near the bottom of the second stack, on the north side of the house." Within the next few days, you, the stock boy, will jump into such prominence that it will surprise you, and everybody else, to find that there is somebody who knows what everybody wants to know, at a time when the store is as noisy and as busy as a country sawmill. "Knowing how" is a key to open all opportunities, and it makes the pay en-

velope thicken in a most happy and satisfactory manner. The proprietor is not as blind as he may seem. He has to shut his eyes to many things he knows and sees, but when he realizes that any one man in the house knows, he will first begin to "try him out," and then think about raising his salary. For the effect follows the cause, and the cause is knowing how.

There is one royal road in selling clothing which we almost overlooked, one "easiest" way. It is this: Meet the customer with a smile, and let him see you are glad to see him right now, although you were thinking of going out to lunch; your good nature radiates from your personality as the glow of the fox-fire used to light up the old stumps away down South in boyhood days. Cordiality is of the greatest value in this selling game; not the "grin" kind, that may mean any of a half dozen emotions, but the red-blooded sort, that stands for a feeling of genuine hospitality. No customer warms up to a cold-blooded, "fishy" salesman. You set the example, and they will follow as surely as the one little duckling slips into the pond after the other.

At this time particularly it is the duty of every salesman on the floor to know to an item what is advertised; not only the price, but also the words in which the goods are presented to the trade, so that the salesman will use the same words and terms, to avoid confusing the customer, who has been induced to come to the store by the advertisement. The customer is thinking in the language which attracted him, and to change it and have the salesman use another way of expressing it is to confuse the customer, and he will be required to readjust his entire impressions to make them fit the new presentation.

He has, for instance, been attracted by the description of the new "Montagnac" overcoat; he is not fully acquainted with the fabric, but has a hazy idea it is a rough-surface goods, the impression probably gleaned from the fashion notes in the newspapers. The salesman shows him "a handsome new rough-surface material" in an overcoat. It looks good, but he came to see the "Montagnac" material, and if he be diffident—better mark this, Mr. Salesman, there are many, very many, diffident men, the very ones who are to be cultivated, for their trade is of the "come back" kind, for when once pleased they prefer to go where they feel at home, and do not have to form new acquaintances every time they buy a suit or overcoat. These men do not ask to be shown everything in stock.

When the salesman shows him the "Montagnac," and uses the same words in which it was advertised, the customer feels a certain familiarity with the goods, and he does not hesitate and halt to readjust his subconscious mind to the new statements. The impulse to buy is natural, and is a sequence to preconceived favorable impressions which brought him to the store.

To know what is advertised is a great time saver, as well as an additional selling argument of much value. "If a customer wants anything he will ask for it," say some men on the floor, who long ago used to see this card in all stores, "If you don't see what you want, ask for it." The day of practical usefulness of such invitations has gone the way of the old style of advertising the firm as "J. Smith & Co., wholesale and retail dealers in clothing, hats and gent's furnishing goods." Customers do not ask for goods nowadays; it is up to the merchant to show them, and it must be done cleverly, too, or they will go to some other place where such service is extended them.

Years past the family had an account at the store and would take what the storekeeper had, but now every mail brings letters from many storekeepers who, each and every one, make liberal offers of superior merchandise and service, and to presume or assume that any customer in your community is ignorant of this fact is to argue that the trade world does not move.

If the proprietor does not think it worth his while to tell his salesmen what is advertised, it is the self-interest of the salesmen to learn to a word what the advertisements said, and how they said it, for the salesman wants a "book" which will command the best price for his services, and, to make his "book" a success, he must know everything, inside and out of the store, the stock, the business, the advertising and the customer.

As an illustration, a sale was recently made in which it will be seen the salesman knew his business. The customer, a man of about 28 years, accompanied by his mother, came upstairs "To look at a suit like the one in the window." The salesman saw at a glance that a 28-year-old "sissy" was going to be a fastidious and critical customer, and "mama" was to be reckoned with as well. It was to first please their taste, next fit the man, and then suit their pocketbook; this latter point was seemingly not hard to do, as the evidences of ability to buy what they wanted was attested by the dress of both man and woman, and their expressed preferences for "something real nice" gave a cue to quality. When shown the same kind of suit as the one displayed downstairs, the man said, "This suit does not look as attractive to me as it did in the window; how does that happen?" The salesman was ready with an answer, and said, "When you saw the suit in the window you admired it, and it pleased your fancy; now that you see it up here you are critical, and look at it with that thought in your mind." This answer made a good impression, as it was so logical as to admit of no questioning.

Now began the inspection of the entire line. In the course of conversation, the salesman noticed that

when he used the term "imported" it made quite an impression on both mother and son, and, having an unusually good line of suits to show, ranging in price from $30 to $40, in which several were made of imported materials, he was strong in this direction. When at length a preference for a suit at $36 was shown, the man said that his tailor had offered to make him a suit to order for $38, giving him choice of a large range of fabrics, and he did not feel inclined to pay $36 for a ready-made, when for $2 more he could have a custom tailor-made suit.

Then it was that the salesman brought out his reserve force, the knowledge of his work. He rung the several changes on the exclusiveness of the patterns in the imported goods, the acknowledged superiority of the qualities of such materials, and made a feature of the fact that "This was but a try-on for this suit," and that he would have the tailor come and make it a fit of which the customer would be justly proud." The price of the ready-made contrasted with that of the custom-made was the point to be overcome, and the salesman now began to tell the customer the cost of materials, linings and findings, supporting his arguments with the quality of the materials used in the suit before them. He gave the cost of these materials and making of the same high-class garment by a custom tailor, and as it totaled $50, which, by the way, was a fact, the difference in price was the talking point, for he had satisfied his man with the "try-on" argument, that the fit was to be perfect.

The mother had all along been active in assisting in the selection of a pattern, and the "imported goods" argument had won her over to the quality, and now the apparent saving of $14 was the crowning feature to induce her to approve of the choice and counsel buying this suit as against the tailor made.

Had the salesman not known the value of his goods, materials and making he would never have been able to demonstrate these points and his report would have been, and truthfully so, "They were just looking around, and intended having a suit made by a custom tailor." He used the points of advantage to the wholesale manufacturers, of buying in large quantities from first hands, setting out in detail this difference in cost. Then he made plain the savings in making, by the team process of tailoring, showing in every word of his argument that he was familiar with his business in all its details.

This salesman had never manufactured a garment, but he had taken enough interest to learn all about it from those who knew, and at the right moment used his knowledge to land the "look-around" customer. It was a case of "knowing how," which makes the average of misses of this salesman less than 4 per cent. Hard work and application are the means by which he accomplishes this wonderful result.

Tell your customers about it—read it yourself—

One glance through the pages of the December Number of MacLean's will convince you of its merits. The racy account of the Fighting Denisons of Toronto, a family who would not settle in the Queen City when it was proposed that Toronto be called Dublin, is in itself sufficient to induce every Canadian to secure a copy.

The Germans who have aided the Kaiser in making modern Germany what a magnificent machine it is, are well described by Frederic W. Wile, Berlin correspondent of the London Daily Mail, MacLean's has the copyright. Ballin, just out, is timely. He is even now trying to make the German Empire a partner in the Hamburg-American Steamship Line. Bebel, the Red Napoleon, will be described in December.
But this is not all, take a look at:—

The New Scrooge	**Millions from Waste**
Moving a University	**A 1,000 Miles of Wealth**
The Banking Situation	**The Popular Book**
The Power That Serves	

and the excellent Review of Reviews Department, then you will understand why MacLean's is the Premier Magazine for Canadians.

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THE MACLEAN PUBLISHING CO., Limited
143 UNIVERSITY AVENUE - - TORONTO

BANK OF MONTREAL

Proceedings at the Ninety-sixth Annual Meeting of the Shareholders.

The 96th Annual General Meeting of the Shareholders of the Bank of Montreal was held at noon, December 1, in the board room at the bank's headquarters.

Amongst those present were: Messrs. H. E. Rawlings, D. Morrice, J. McK. Rea, Wm. Hanson, G. L. Ogilvie, W. R. Miller, H. B. McDougall, Alfred Piddington, E. Fiske, J. B. Learmont, J. Patterson, W. B. Blackader, H. M. Stanway, Sir William Macdonald, Hon. Robert Mackay, Sir Thomas Shaughnessy, Messrs. D. Law, William McMaster, T. Durnford, Preble Macintosh, C. R. Black, W. H. Evans, Henry Joseph, George Caverhill, Dr. H. B. Yates, George G. Foster, J. Rodger, Hamilton Gault, C. B. Gordon, C. R. Hosmer, D. Forbes Angus, J. A. Hawthorne, H. R. Drummond, R. B. Angus, Dr. Shepherd, Charles Chaput, H. V. Meredith, F. F. Archibald, Campbell Nelles, E. B. Greenshields, A. Falconer, Guy Drummond, and J. J. Reid.

On motion of Mr. R. B. Angus, Mr. H. V. Meredith was requested to take the chair.

Mr. Hartland B. McDougall moved and Mr. A. Piddington seconded, that Messrs. W. R. Miller and David Law be appointed to act as scrutineers, and that Mr. James Aird be the Secretary of the meeting. This was carried unanimously.

The Chairman then, in the absence of the general manager, called upon Mr. A. D. Braithwaite, assistant general manager, to read the annual report of the directors to the shareholders at their 96th Annual General Meeting, held Monday, December 1st, 1913.

THE PRESIDENT'S ADDRESS

Mr. Meredith, in moving that the report of the directors and the accounts, as read, be adopted and the same be printed for distribution among the shareholders, said:—

Gentlemen—In moving the adoption of the Directors' Report, I will refer to the changes which have taken place during the year in the Balance Sheet, a copy of which has been furnished you, before alluding to general and financial conditions. The Bank has experienced another good year and its business has been well maintained. The Authorized Capital remains at $25,000,000; the Paid-up Capital at $16,000,000, and the Rest at $16,000,000. Out of net earnings, which, for the year, amounted to $2,648,402.86, $243,402.86 was transferred to Profit and Loss Account, bringing that balance up to $1,046,217.80, and there has been set aside for Bank Premises Account during the year an amount of $485,000. A Bonus of 1 per cent. was paid to shareholders on 1st June and 1st December over and above the quarterly dividend of 2½ per cent.

Deposits not bearing interest remain practically unchanged. Interest bearing deposits show an increase of $2,500,000. A portion of these is always of a temporary nature, but I am pleased to say that, notwithstanding the fact that considerable sums have been withdrawn during the year for investment at the tempting rates prevailing, the aggregate of the savings banks deposits has been well maintained.

Turning to our assets, the current loans and discounts in Canada and elsewhere and other assets, amounting to $134,160,000, show an increase of $15,000,000, caused by taking on new business and by the increased legitimate requirements of our customers. Investments in railway and other bonds are $12,933,000. Bank premises, Montreal and branches, remain at $4,000,000. Call and other loans in Great Britain and the United States are $51,240,000, against $55,150,000 a year ago, which deduction, with $8,000,000 withdrawn from foreign correspondents and agencies of the Bank outside of Canada, has been used to provide for the increased demands of our Canadian customers, mentioned above. Our bills payable amount to $919,308, as compared with $1,717,000 as at the same date last year. At that time, however, the amount was shown as a contingent liability instead of being included in the General Statement as at present.

The delayed decennial revision of the Bank Act was finally completed at the last session of Parliament. On the whole, the new measure may be characterized not only as workable, but as preserving the fundamental principles of past laws, but as well designed to promote and safeguard the interests of the public, which I need scarcely add, are identical with the interests of the Bank.

As the measure was a non-contentious one, I think I am at liberty to add my tribute of praise to the Finance Minister, Hon. Mr. White, for the very capable manner in which he supervised the revision of the Act. Throughout the protracted discussion of the bill, he exhibited a thorough grasp of the subject and a keen desire to make the measure conform as fully as possible to the needs of the public, the safety and stability of the banks.

THE GENERAL SITUATION.

In regard to the general situation, the year 1913 may be truly described as a memorable one. In Great Britain it has been disturbed and disappointing. The demands of borrowing countries, both old and new, have outrun capital supplies, and there has been an ever-increasing difficulty in obtaining loans, however sound the security might be, and, when obtainable, the rates and terms have been far more onerous than for many years past.

As is well known, there have been several factors combining to produce these stringent conditions: the Balkan war and record public flotations, which, in London alone, totalled not less than £200,000,000 to the end of October, exclusive of special borrowings and treasury bills, of which no less an amount than £54,000,000 were Canadian emissions. Then there has been world-wide trade activity, a rise in the price of commodities, coupled with serious political disturbances in France and Germany, and the continuous and heavy gold demands of such importing countries as Argentina, Brazil, Egypt and India, heavier requirements for home trade in Great Britain, and accumulations by joint stock banks in their private vaults. Added to all this, the position was aggravated by the prolongation of the Balkan war, and social unrest in England.

In France, the economic position has been less favorable than usual. The severe political shocks I have mentioned occasioned a withdrawal of funds from Germany, and hoarding has been continuous and constant. A vast aggregation of loans to finance the Balkan states and for increased home armaments still await flotation. In Germany, the situation shows a marked betterment in the improved condition of the Reischbank and a curtailment of that country's excessive trade activities.

In the United States, conditions throughout that country are thought to be fundamentally sound. Politics have affected business activities, and with the exception of wheat, there is a shortage of crops throughout the country. A disposition to go slow and not to make commitments beyond actual requirements is apparent, so that no undue strain is likely to take place, but, rather, an era of economy, which should have a beneficial effect on the situation generally. The money situation has proved to be of greater ease than was at one time expected, and the usual fall stringency has not so far materialized. The principal cause for the prolonged ease may, I think, be put down to the early preparations to meet the contingency of dear money, the slowing down in general business, and the depositing of Government funds in the banks of the West and South, thereby relieving the Eastern banks of a portion of the burden of financing the crops, for which they had been prepared.

The conditions in Great Britain and abroad which I have endeavored to outline will no doubt take time to ameliorate, and improvement will probably be brought about by reduced trade activity gradually releasing money for investment purposes and hoarded funds; but the process will of necessity be slow.

I have thought it well to make these somewhat extended remarks in regard to financial conditions in other and neighboring countries, as they have an important bearing upon existing conditions here.

TRADE OF CANADA.

The returns of the foreign trade of Canada are not unsatisfactory. Imports are falling off, in consequence of the monetary situation and the curtailment of foreign loans. In October the value of imports of merchandise was $8,664,000 less than in the corresponding month in 1912, while for the seven months ending October, the value of imports was only $4,300,000 in excess of last year. On the other hand, the export trade is expanding, the value of domestic products exported in October having been $23,360,000 in excess of the same month a year ago, and the exports for the seven months, $49,330,000 greater than in 1912. The aggregate foreign trade of Canada for the seven months ending with October was $636,094,000 as against $582,444,000 a year ago, showing a gain of $53,650,000, and in this period the excess of imports over domestic exports has been cut down from $190,000,000 to $145,000,000. This trend of foreign trade

is likely to continue for some time. The balance of foreign trade, as you are aware, has been heavily against Canada during the past decade. In the last six fiscal years, imports exceeded exports in value by $850,000,000, and this considerable gap has been made, in certain quarters, the subject of adverse criticism of the country. It is to be borne in mind, however, that in this period, Canada has obtained immense sums of money from Great Britain for development purposes of various kinds, which money has been imported largely in the form of merchandise paid out of the proceeds of long-term loans. Now, while these loans must ultimately be liquidated from the earning power of this expenditure, I may point out that meanwhile, only the interest charge has to be met; in other words, the excess of imports representative of the proceeds of long-term borrowing has to be balanced only to the extent of the interest on the loans. This is not, indeed, the whole conclusion of the many-sided subject, into which a variety of considerations enter. We cannot, moreover, expect to go on widening the gap between imports and exports indefinitely. Our annual interest charge on British and foreign loans is already a formidable item, to be provided either by exports or new borrowings. While monetary conditions abroad remain as at present, the stream of fresh capital will run less freely towards Canada.

The recent reduction in the tariff of the United States can hardly fail to enlarge the markets of that country to Canadian products. Many agricultural items such as eggs, milk, live stock, are now on the American free list; so are lumber, timber, fish, meats, coal, and many manufactured articles made in Canada. Already the movement of these articles to our neighbor's markets in increased volume has begun, some advance in prices has resulted therefrom, and there appears no reason to doubt that our sales to the United States will augment in future.

Immigration returns have continued to be of a highly satisfactory character, both in regard to number and desirability. The figures for the year ending 30th September, 1913, reached a total of 436,050 souls, of whom 122,230 were from the United States and the remainder from European countries, principally Great Britain.

The value of the field crops in Canada this year at present prices is estimated at $500,000,000, or approximately the value of the crop of the preceding year.

LEGITIMATE TRADE GOOD.

In view of the foregoing, it is not surprising to find that legitimate business generally in Canada continues to be in a satisfactory condition. There are no signs of trade depression, though a slowing down in many branches of trade is in evidence, and there is a disposition to confine commitments to actual requirements. More economy is being exercised than has been the case for some time past. The flow of money which came in great volumes in the past few years from the British Islands and abroad, both for investment and for speculative purposes, and created a somewhat unhealthy expansion, has met with a check. It had much to do with the outbreak of land speculation in the West, which, owing in a measure to a wise precaution of the Bank Act, was limited to individuals and has not affected the country generally in an adverse manner to any appreciable extent. Advantage was unfortunately taken of the ease with which money could be obtained and of the popularity of Canadian securities in Great Britain by certain individuals on both sides of the Atlantic to exploit the London market with securities of a doubtful nature, to their own advantage, and some of these enterprises, owing to over-capitalization or incompetent management, or both, have met with disaster, causing suspicion to be cast on many undertakings of a thoroughly sound character seeking capital. There has been a collapse of the land speculation in the West of which I have spoken. Municipal expenditure has been restricted to actual necessities and with due regard to the ability of the municipality to find a market for its securities. In this connection, it may be noted that the American market has relieved the situation in London and in Canada by purchasing, in the first ten months of the year, a sum of no less than $29,000,000 of our municipal, industrial, corporation and public utility bonds, without taking into consideration an amount difficult to estimate sold through Canadian brokers.

PROVINCE OF ONTARIO.

Viewing the country by sections, in the Province of Ontario the year, as a whole, may be said to have been satisfactory. Crops have been a full average and the farmers prosperous.

Manufacturing industries in general have had a fair year and a considerable amount of American capital is coming into the province. The rural population, unfortunately, continues to slowly decrease, while among the cities, Toronto, with a present estimated population of 488,000, shows an estimated increase of 63,000 souls.

THE ANNUAL REPORT.

The Directors have pleasure in presenting the Report showing the result of the Bank's business for the year ended 31st October, 1913:

Balance of Profit and Loss Account, 31st October, 1912		$ 802,814.94
Profits for the year ended 31st October, 1913, after deducting charges of management, and making full provision for bad and doubtful debts		2,648,402.86
		$3,451,218.80
Dividend, 2½%, paid 1st March, 1913	$ 400,000.00	
Dividend, 2½%, paid 1st June, 1913	400,000.00	
Bonus, 1%, paid 1st June, 1913	160,000.00	
Dividend, 2½%, paid 1st September, 1913	400,000.00	
Dividend, 2½%, payable 1st December, 1913	400,000.00	
Bonus, 1%, payable 1st December, 1913	160,000.00	
	$1,920,000.00	
Provision for Bank Premises	485,000.00	
		$2,405,000.00
Balance of Profit and Loss carried forward		$1,046,217.80

Since the last Annual Meeting, Branches have been opened at points in the following provinces, viz.:—

In Quebec—Bleury Street (Montreal), Notre Dame de Grace (Montreal), Windsor Street (Montreal).

Ontario—Schreiber, St. Catharines, Queen Street East (Toronto), Welland.

North-West—Dauphin, Man., Prince Albert, Sask.

British Columbia—Alberni, Lumby.

London, England—Waterloo Place, Pall Mall.

The Branches at Suffield, Alta., and Sapperton, B.C., have been closed.

The Branch at Gretna, Man., destroyed by fire, was not re-opened.

The Shareholders are aware that the Bank Act has been under revision for some time past, and a new Act, as revised, went into force on 1st July, 1913. The main changes are:—

In the published statements the condition of the Bank is shown in greater detail than formerly.

The establishment of "Central Gold Reserves" where the Bank can deposit gold or Dominion Notes and increase its circulation by a similar amount when necessary.

Under Section 56 of the new Act you are required at this meeting to appoint Auditors for the Bank and to vote the amount of their remuneration.

With deep regret the Directors have to record the death of Mr. James Ross, who had been a member of the Board for nearly fourteen years. The vacancy caused thereby was filled by the election of Mr. William McMaster.

The Directors have also to record with much regret the resignation of Mr. R. B. Angus as President of the Bank, owing to his advancing years. His association with the Bank will, however, be continued as a Director.

Mr. H. V. Meredith was elected to succeed him as President, remaining also Chief Executive Officer.

All the offices of the Bank, including the head office, have been inspected during the year.

(Signed) H. V. MEREDITH,
President.

Bank of Montreal, 1st December, 1913.

THE GENERAL STATEMENT.

The general statement of the position of the Bank on October 31, 1913, was read as follows:

LIABILITIES.

Capital Stock		$ 16,000,000.00
Rest	$ 16,000,000.00	
Balance of Profits carried forward	1,046,217.80	
	$ 17,046,217.80	
Unclaimed Dividends	250.50	
Quarterly Dividend, payable 1st December, 1913.....$400,000.00		
Bonus of 1% payable 1st Dec., 1913..... 160,000.00		
	560,000.00	
		17,606,468.30
		$ 33,606,468.30
Notes of the Bank in circulation	$ 17,061,665.00	
Deposits not bearing interest	45,134,956.54	
Deposits bearing interest	144,437,882.33	
Balances due to other Banks in Canada	519,808.13	
Due to banks and banking Correspondents elsewhere than in Canada	583,130.65	
Bills Payable	919,308.65	
		208,656,751.30
Acceptances under Letters of Credit		2,523,824.95
		$244,787,044.55

ASSETS.

Gold and Silver coin current	$ 11,015,339.47	
Government demand notes	11,149,460.25	
Deposit in Central Gold Reserves	1,000,000.00	
Deposit with Dominion Government required by act of Parliament for security of general bank note circulation	790,000.00	
Due from banks and banking correspondents elsewhere than in Canada ..... $ 6,126,729.75		
Call and Short Loans in Great Britain and United States 51,240,795.02		
	57,367,524.77	
Dominion and Provincial Government Securities	530,880.74	
Railway and other Bonds, Debentures and Stocks	12,403,169.79	
Notes and cheques of other banks	9,443,052.22	
		$103,699,427.24
Current Loans and Discounts in Canada and elsewhere (rebate interest reserved) and other assets	128,935,567.24	
Loans to Cities, Towns, Municipalities and School Districts	5,227,905.74	
Debts secured by mortgage or otherwise	285,281.83	
Overdue debts not specially secured (loss provided for)	115,037.55	
		$134,563,792.36
Bank Premises at Montreal and Branches		4,000,000.00
Liabilities of Customers under Letters of Credit (as per Contra)		2,523,824.95
		$244,787,044.55

H. V. MEREDITH,
General Manager.

PROVINCE OF QUEBEC.

General conditions throughout the province have been good. Crops have been up to average. Hay, the chief crop, turned out better than at first anticipated, and other crops have been satisfactory, both as to quantity and price. Among manufacturing industries, the cotton industry has had a good year. Other manufacturers have hardly done so well. The year has been a good one for lumber, both as regards demand and price, and it is anticipated that the recent removal of the United States duty should further increase the profits of the business. It is thought not unlikely that one result of the removal of the duty will be to give a further impetus to the increasing proportion of lumber shipped to the United States instead of Great Britain and Europe. Pulpwood and paper shipments have been large, both from Canada and Newfoundland. With regard to this industry, it would be well that care be exercised in order that production may not exceed the demand.

MARITIME PROVINCES.

General conditions throughout the Maritime Provinces for the past year have been uniformly satisfactory. The farmers have had a favorable year and all crops, apart from fruit, have been above the average. The fishing has been good, with higher prices, and the lumber cut was fair, and prices, on the whole, satisfactory. The output of the coal mines has exceeded all previous records: and the tonnage of pig iron produced was 25 per cent. greater than last year. Manufacturing industries generally have had an output up to the average. Railway building has not been extensive, but large sums are to be expended in providing terminals at St. John and Halifax for the Intercolonial Railway and in establishing a car ferry with Prince Edward Island.

In Newfoundland the high prices obtained for fish have induced a period of prosperity. The building of branch lines of railway, the development of the mining of iron ore at Belle Isle, and the growth of the pulp and paper industry have all improved conditions.

NORTH-WEST PROVINCES.

Although business affairs are rapidly becoming more diversified, the production of wheat and other cereals is, of course, first in importance. The crop this year has been larger in quantity and better in quality than ever before, but the price at present is somewhat lower than at the corresponding date last year. The comparative crop figures are:—

	1912 Bushels.	1913. Bushels.
Wheat	183,000,000	190 to 195,000,000
Oats	221,000,000	240,000,000
Barley	26,000,000	28,000,000
Flax	21,000,000	15,000,000

and the estimated value of the 1913 crop is $209,000,000, against $192,000,000 in 1912.

The immense additions to mileage made by the Railway Companies, especially the Canadian Pacific Railway, in double-tracking and terminals and rolling stock, have enabled this enormous crop to be delivered with unprecedented rapidity. The rapid growth of population and the springing up of new towns have continued. The population of the three North-West Provinces, according to the census of 1911, was about 1,300,000, and is now placed at 1,600,000, and the immigration generally is a high-class, a satisfactory feature being that two-thirds of the population are rural.

The method of harvesting the North-west crops will in time, no doubt, be reduced to a more systematic basis. In past seasons farmers have rushed their wheat to market in the short period intervening between harvest and the close of navigation on the Great Lakes, thereby producing more or less congestion of the markets, to their own loss. An amelioration of this condition has begun by the provision of greater storage accommodation, not only at the lake ports, but what is more to the purpose, at interior points, where the Government, as well as private corporation and individuals, are proceeding with the erection of elevators at the principal grain producing centres. In this way, local markets will be created for the farmers where their grain can be readily disposed of. Mixed farming continues to be an urgent need of the Northwest. I am pleased, however, to observe a betterment in this respect. From the figures which have been furnished me, there has been an increase in the past five years of 640,000 in the number of horses, cattle, sheep and swine. It is a matter of regret that the returns from the other provinces do not exhibit a similar satisfactory increase, but rather a diminution.

BRITISH COLUMBIA.

The province generally has not been as prosperous as in 1912. The salmon fishing season has been a good average and the pack has been sold at remunerative prices. The same may be said of the halibut and herring fishing, and the free admission of British Columbia fish to the United States will be of advantage to the trade. Conditions in the lumber trade have been very unsatisfactory. The prairie demand has been poor and the prices so much lower than in 1912, that it is a question if many of the mills have made money. The foreign lumber trade has fallen off both in volume and in price, and the free admission of lumber to the United States is not likely to be a much benefit, as the lumbering states on the American side of the line can supply their own market. Mining has probably given the most satisfactory results of any industry in the province, the product of the mines increasing in value $9,000,000 over the preceding year. The total mineral output was over $32,000,000, of which coal and copper contributed respectively, say, $9,000,000 and $8,000,000. Crops have been good and prices satisfactory. The fruit industry in the Okanagan and other districts has realized higher prices and market arrangements have been improved. New Railway construction has only been undertaken to a moderate extent, and new power development has consisted chiefly of extensions, designed to supply the City of Vancouver. The stringent money conditions which have existed throughout the year have checked new enterprises of all kinds, especially municipal undertakings, and the probability is that there will be considerable unemployment during the coming winter.

MEXICO.

In Mexico, general conditions continue to be disturbed, and the outcome is impossible to predict. We feel that our interests there are in safe and capable hands.

WORDS OF CONFIDENCE.

My last words are of counsel and confidence. The finger of conservatism. While the financial sky remains clouded over in Europe, we shall do well to hasten slowly. It is not a time to attempt enterprises of a speculative nature, nor to undertake new commitments prior to the financing thereof, and an accumulation of stock by merchants and manufacturers should, as far as possible, be avoided. The excellent harvest, particularly in the Northwest, should do much towards liquidating debts and ameliorating the situation, but it seems probable we will be compelled to pause awhile in the wonderful progress of expansion of the last ten years. On the other hand, the commercial condition of Canada is fundamentally sound. Business as a whole, as I have said, continues good. Our vast natural resources have scarcely been scratched. Immigration is large, railway construction active, new territory and new resources of wealth are being steadily opened, the confidence of British and foreign capitalists in our country is unabated. A temporary halt can only refresh Canada for yet greater achievements.

Mr. R. B. Angus seconded the motion for adoption of the report, which was carried unanimously.

The Chairman stated that, under the provisions of the new Bank Act, it would be necessary for the meeting to appoint three auditors.

Mr. C. R. Hosmer thereupon moved, and Mr. Huntly Drummond seconded, that there be appointed three auditors of the Bank to hold office until the next annual general meeting, and that this meeting do now proceed to their nomination and appointment.

Mr. C. B. Gordon moved, and Mr. Wm. McMaster seconded, that the remuneration of the auditors to be appointed be not more than $15,000, to be divided equally between them (or to be otherwise divided as may be thought best).

The following nominations were made: By Mr. J. B. Learmont, Mr. George Hyde, C.A., of Montreal; by Mr. G. L. Ogilvie (in the absence of Mr. Bartlett McLennan), Mr. J. Maxtone Graham, C.A., of Edinburgh; by Mr. W. B. Blackader (in the absence of Mr. W. Stanway), Mr. James Hutchison, C.A., of Montreal.

Mr. Meredith mentioned that he would deposit one ballot, representing the directors and other shareholders who had sent him their proxies, which was all that would be necessary, unless any shareholder wished to deposit a ballot himself. The ballot was unanimous.

It was moved by Mr. J. B. Learmont and seconded by Dr. H. B. Yates, that the thanks of this meeting be presented to the President and Directors for their attention to the interests of the bank.

Mr. R. B. Angus, in reply, on behalf of the President and Directors, expressed in a few well-chosen words their appreciation of the thanks tendered them.

Mr. David Morrice moved that the thanks of the meeting be given to the General Manager, Assistant General Manager, the Superintendents, the Managers and other Officers of the Bank for their services during past year. In speaking to the motion, Mr. Morrice expressed in the highest terms his appreciation of the Bank officials he had met in his long experience, covering a great part of the country, and said he had no hesitation whatever in presenting this motion rendering thanks to the Management and Staff of the Bank.

Mr. D. Forbes Angus seconded the motion, which was carried unanimously.

Mr. William H. Evans moved, and Mr. Charles Chaput seconded, "that the shareholders at this annual meeting of the Bank of Montreal learn, with deep regret of the resignation of Mr. R. B. Angus from the Presidency of the Bank, and desire to express their keen appreciation of his long and faithful services in the interests of the Bank. The Shareholders, however, sincerely hope that Mr. Angus will co-operate with his co-directors for many years to come."

Mr. Chaput, in seconding, said that the motion was a well-deserved compliment to Mr. Angus.

Returning thanks, Mr. Angus said: "I thank you for that expression of your goodwill."

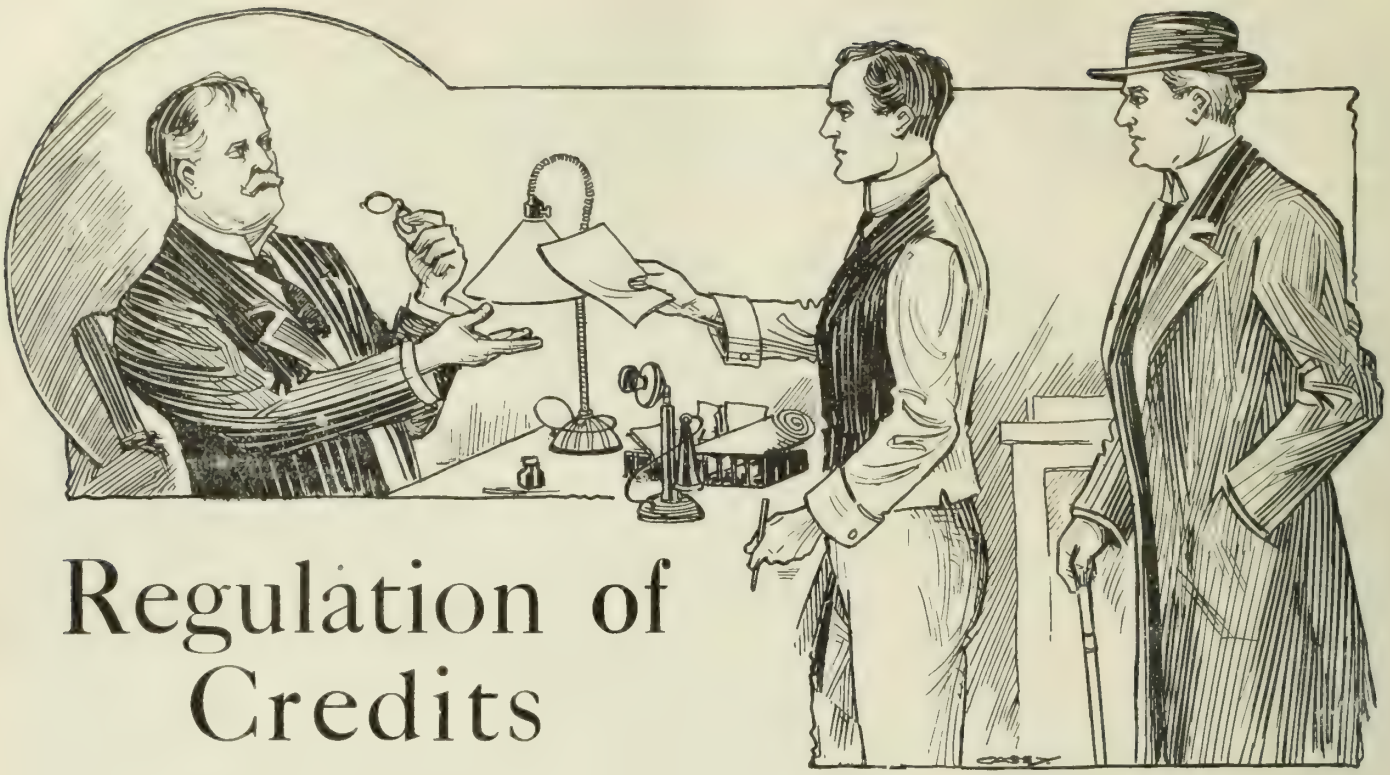
Mr. Braithwaite said that he desired, on behalf of the Staff, to thank the shareholders for the very kind expression of appreciation of their services, and he thanked Mr. Morrice especially for the very kind words he had spoken. The prosperity of the Bank must always be to a large degree depending upon the outside managers and the rank and file officers of the Bank. "I can assure you," he added, "of my own knowledge of the absolute loyalty and devotion of the staff to the interests of the Bank and of the hard work done by them. I cordially thank you, and assure you that you have a staff second to none."

ELECTION OF DIRECTORS.

The result of the ballot for the election of Directors was declared by the Chairman as follows: Messrs. R. B. Angus, D. Forbes Angus, A. Baumgarten, Huntly R. Drummond, C. B. Gordon, E. B. Greenshields, C. R. Hosmer, Sir William C. Macdonald, Hon. Robert Mackay, Messrs. Wm. MacMaster, H. V. Meredith, D. Morrice, Sir Thomas Shaughnessy, K.C.V.O.; Right Hon. Lord Strathcona and Mount Royal, G.C.M.G., G.C.V.O.

The meeting then terminated.

At a subsequent meeting of the Directors the following officers were elected: Hon. President, Lord Strathcona and Mount Royal; President, Mr. H. V. Meredith.



Regulation of Credits

Energetic Methods of Collection go for Naught if the Granting of Credit is Not Carefully Supervised—Each Account Should be Given Individual Study and Consideration—One Hardwareman's Experience.

WITH his financial affairs in a far from satisfactory condition, a merchant in a western city once went to a friend of his, who was engaged in another line of retail enterprise in the same place.

"I am hard up for cash," he confessed. "For the past five years I have been doing a splendid business and my turn-over has been increasing rapidly each year. I have watched costs closely. My overhead expense is as reasonably economical as that of any merchant in town. Nevertheless I can't get the funds to finance the business smoothly. My profits are all on my books."

"You have been lax in making your collections," charged the friend. "That is the only cause that could have led to this state of affairs."

"I'll wager that I have given twice as much time to collections as you have," stated Smith (we will call him that) emphatically. "I've kept after every account on my books zealously every month. I've written letter after letter, have made personal calls, have studied each case separately. And still," he said, with an air of almost pathetic finality, "it does no good. The heavy burden of uncollectable accounts on my books will wreck this business before long."

The upshot of the conversation was that the friend took a few days off from his own affairs and went through Smith's business from top to bottom. Before the end of his investigation, he had located the trouble.

"Smith," he said, "there is only one thing wrong with your methods—but that one fault is a pretty serious one. Your sales methods are, I should judge, perfect and you certainly have your costs down to rock bottom basis. Your collection plans have been thorough. I can see that. But what is the good of locking the stable door after the horse has been stolen? You've allowed people to run up bills who should never have been allowed a cent of credit. No matter how thorough your methods of collection may be, you can't get anything out of a hopeless deadbeat—and there are plenty of that variety on your list."

"Just look at this," he continued. "H. X. Beiry, $26.43. Beiry is the most unprincipled man in town. He has as much moral sense as a man-eating shark. He'll never pay that bill and he has no visible assets that would make suit worth while. Why did you ever let him, of all men, run up a bill with you? You could send him dunners until Doomsday and he would still owe you $26.43 at the last trump. You might as well write that off as a dead loss.

"Then there's old Hank Pelby for $14.16. He owes every merchant in town—except me. I set the old rascal down properly on the one occasion when

he had the nerve to suggest credit with me. And let me tell you I sell him more goods on a cash basis than any other merchant in town. They tell me he gets five or six letters every day—all dunners. What chance have you with that wily old rascal?"

And so on down a very lengthy list. The friend summed up the case as follows:

"Smith you've got to run your business on the principle that an ounce of credit regulation is worth a pound of energetic collection. Heretofore, you have allowed credit to any Tom, Dick or Harry that came into the store. You did so because you believed you were capable of collecting from anyone. Now you have found out that you were wrong there and you had better get a new focus on the credit problem. You can easily make this one of the best paying stores in town if you do that."

And Smith did. The same plan that he had formerly used in working his collections, he now utilized in the matter of regulating credits. That is, he studied each case individually and did not base his conclusions and actions according to a set system. He realized that what went in one case would not do in another. The plan that he now follows can be described briefly as follows:

SYSTEM OF REGULATION.

When a customer asks for credit on a purchase, the salesman has no power to accede to the request until the office has been consulted. Before carrying the case to the proprietor, the salesman takes a printed card and secures certain facts from the customer. This can be done without offending the customer, if the clerk uses a little tact. "We have a separate system for credit accounts, you know," he explains. "It is necessary to fill out this card."

The information secured is as to the name, address, and occupation of the customer, and when the account will be paid. This card is taken back to the proprietor to be passed upon. If the latter knows the customer, he decides at once if he thinks the risk can be taken safely; in which case, the salesman leaves the card at the office and, returning to the customer, makes out a regular charge slip. The card is then entered in an index containing other cards of the same kind. Thus Smith has at his arm's length information filed away about every account on his books.

If, on the other hand, Smith knows the applicant but does not feel that he is a good "risk," he does not hesitate to refuse credit. "I have too much on my books now," is his excuse. "I do not feel that I can add any more." If the customer takes umbrage at the refusal and goes elsewhere, Smiths accepts the result with equanimity and does not regret his decision. The customer in such cases is probably no loss; and the losses prevented by this form of discrimination more than make up for what he may suffer through occasional loss of trade.

ADDITIONS TO CREDIT.

Now to follow the working out of the system in cases where a customer asks for an addition to his credit. In all instances the matter is again referred to the proprietor. Smith promptly gets out the customer's card. If any payments have been made on past indebtedness, they have been entered on the card and thus the card shows the present standing of the account. It shows more than that, however. Supposing this customer on opening the account, had offered to pay within a certain stated time. The card shows that the larger part of the amount had been wiped out within the specified period. This shows good intentions in the matter at any rate. He gets the goods as a result. But supposing that the promise to pay has been absolutely disregarded. The account is not enlarged unless the customer can give a satisfactory reason for his delay.

Futhermore, this merchant uses the information on the cards to fix credit limits. Beyond the limit that his judgment has led him to fix in each individual case, he refuses to go.

Each card has a space left blank for the entering of information about the customer. This is done by the proprietor himself. He may learn that the man in question is carrying an account with a rival store. The fact is noted on his card and will weigh heavily if the man makes application again for credit. If it is found that so-and-so is inclined to lay off work occasionally and go fishing, or that a certain customer, on good authority, is a gambler; down it goes on the cards. These comments Smith keeps secret as much as possible, making all entries of payment himself.

In cases where the applicant is not known to the proprietor—they are rare—the card is made out and the customer told that the proprietor will be consulted and the goods sent, if the latter agrees. Then enquiries are made about the man. If whatever information is secured is of a favorable nature, the goods are sent. If there is any ground whatever for doubt, the order is not filled and a courteous letter is sent to the party, explaining that it is not expedient to increase the amount of credit business carried on the books.

Such is the system. To some it may appear arbitrary, upsetting to trade traditions and difficult of operation. Nevertheless, this merchant has carried it on successfully for some time. He has lost the custom of not a few persons by refusing them credit or by presuming to question their bona fides, but he has at the same time reduced his loss through bad debts to an almost infinitesimal proportion. "No one questions the right of the banker to make full enquiries before giving out money," he declares. "Why then should the merchant be refused the right,

Continued on page 86.

Putting Spotlight on the Showcard

How the Efficiency of Modern Window Displays can be Increased —Different Styles of Cards, Their Advantages and Disadvantages —What Styles Are Favored in Various American Cities.

THE following article from the pen of H. A. Stebbins in Men's Wear (New York), is reproduced, as it covers the field of show card writing for the men's wear store with singular thoroughness and gives a resume of the styles which find favor in the large American cities:

It is a salutary sign in modern merchandising that the trading-up idea has extended even to what has heretofore been regarded as a very menial phase of the window display—the poor, abused, overworked show card. Coupled with this is the perceptible increase in time and expense devoted to the preparation of window displays—an improvement that augurs well for future work along this line.

And the change has come about quite naturally —because retailers are beginning to realize that their window displays must reflect the store "in toto." They are beginning to see that the window display is not only an eye by which the passersby get a "look-in" at the store, but a virtual character sketch of their policy, progressiveness and store spirit. The window display is more, and particularly so if it is located at a point of congested sidewalk traffic in a great city. Here it becomes a forceful salesman continually reminding the shopper of the advertisement he has read, reminding him of the need he has forgotten to satisfy, and further reaching the shopper who doesn't believe in reading advertisements. Thus it links up—perhaps subconsciously—with the effect obtained from the store's advertising.

Retailers may find some food for thought in the suggestion that a portion of their advertising appropriation be devoted to more effective, and consequently more productive, window displays. It is not intended, however, that this additional money be spent in more costly fixtures, richer draperies and more ostentatious show cards. On the contrary, expend the money in more thought, more effective ideas, more striving for simplicity, a higher grade of trimming and card writing that will sell merchandise, and that will constitute more intensive window salesmanship.

It is significant that F. B. Silverwood's men's wear store in Los Angeles, known the country over as "the store with a conscience," is working along these constructive lines, and the idea in experimentation was amply evidenced in the fall opening displays of this store. Treatments of paper flowers, superabundant drapings of plushes, fancy scroll window cards, and here and there a stray article of men's wear that reminds one of Robinson Crusoe's sad plight when stranded on a desert isle—all these were conspicuous by their absence. Instead the window display comprised 33 perfectly plain, small units. Each unit featured a new model suit, arranged to delineate its style characteristics, and with it an overcoat model, furnishings and several types of hats that harmonized best with the suit and overcoat in each individual unit, the entire unit being in one color scheme and each unit in harmony with the color schemes of the units on either side of it.

While there is nothing particularly striking about this, back of it is an idea that commends itself to those interested in increasing the efficacy of their window displays. To be candid, the trims in question reflected an apparent lack of time and thought in carrying out the presentation of the new style points of interest in the models displayed. But the idea was there!

The centre of interest in each unit was not the merchandise, but the card — a plain undecorated, gray card, with crisp, sturdy, legible lettering, masterfully done, so splendidly executed that the shopper who passed the window could not help but stop and read it, and yet not be conscious of the fact that there was anything unusually attractive about the card, except that it was decidedly pleasing. And the merchandise seemed to speak up and say: "Here I am; compare me with what the card says about me."

The card, in turn, really said something about the merchandise. It gave the name of the maker; it gave the name of the model displayed; it told of the distinctive and new style points in the model; it went even further and told what type of man the model was created for; it outlined its characteristic features; it gave the price of the model. Then followed the signature of F. B. Silverwood, as though endorsing the statement of the card; after this came the price and the word "guaranteed;" and instead of using a fancy card to match the color scheme of the unit, the lettering was in a dark tone of the unit, hardly defined from black, but enough so to give the subtle psychological harmony which many contend is preferable to the blatant way ordinarily employed.

Who can deny that this is good window trimming, shorn of all cleverness? So plain and simple and effective in its thoroughness that cheap imitating would be completely lost beside it; so strong and virile in its simple effectiveness, or effective simplicity, that the man or woman who looked in the window forgot for the moment that it was a window, and was impressed with it, without knowing it.

Instead of the decorator trimming 33 units and

writing "fall announcement" cards for them, Sherley Hunter, the advertising manager of the store, "clipped"—as he termed it—sufficient money from his advertising appropriation and prepared simple, strong copy for the show cards. The services of Louis Treviso, a professional card writer, were then brought into play, and he spent several days working on a type of card that would best present the message in an appealing and convincing manner. The accompanying reproductions admirably illustrate how effectively and how uniformly the idea was carried out.

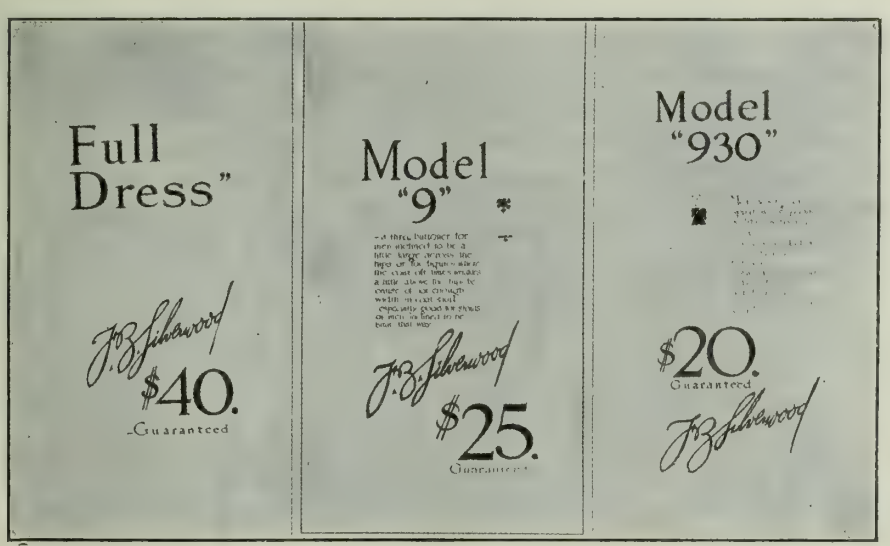
Mr. Treviso has a nation-wide reputation in his profession. His work is characterized by its versatility, simplicity, elegance of lettering, originality, and what is still more uncommon, a keen appreciation of the salesmanship side of a show card. "Does it sell?" is the paramount question with him. He will sacrifice his originality and beauty of letter stroking for a striking simplicity that will make the card more productive as a salesman. He realizes that it is not a question of how much he can put onto a card, but conversely how much selling force he can put into it.

It was Mr. Treviso who carried out a fall opening for F. B. Silverwood's store two years ago this fall, using an Indian scheme. Everyone of the 33 units that constituted the trim was accompanied by a display card, deftly done in oil and one color, the unit harmonizing with the card. Each suit was given an Indian name, and this also was indicated on the card. Indian blankets and curios also formed part of the decorative features of each unit. Mr. Treviso's work this time, while not so elaborate in color and decoration, was admittedly much more effective, the lettering dominating everything else in its sturdy, plain legibility.

Mr. Treviso's views on show cards and their place in modern window displays are of vital interest to those who have tried to hurdle the obstacles in the way of increased effectiveness in this phase of window advertising. His is an art that has but one thing in view—the ultimate selling power of the finished product. And everything is sacrificed to this end. It should not be understood, however, that attractiveness or real artistic effect is relinquished by him in his work. A sense of true composition—to a degree instinctive—leads him to execute a show card in a manner that immediately commends itself to the person viewing it. His observations gleaned from his experiences and training, extending over a period of many years, are embodied in the following pertinent review of the mission of a show card, and the important part it plays in modern window displays:

"In the final analysis, a good show card and a good salesman have much in common. While I realize that this is a comparatively vague definition of the mission of a show card, it is no more so than the axiomatic doctrine which, it seems, has been handed down to posterity by show card writers of the past. I allude to the almost universally accepted fact that 'An artistic show card in your window will unload goods from your shelves.' You can walk into most any card writer's studio from Maine to California and you will almost invariably find these 'worldly words of wisdom' adorning the walls. And many card writers to-day, throughout the country, if one is to judge from their work, apparently believe it to be akin to heresy to depart from the 'thumb-of- rule' methods formerly in vogue.

"It is really distressing to observe how keen merchants will expend so little thought and effort in the preparation of such 'mere trifles' as show cards. And yet, how much thought and time and expense are devoted to the windows! How much money is



Distinctive style of cards used by the Silverwood Co.

represented in the value of the window frontage! But the cards—umph! why, they're merely cards!

"And when you get down to bed-rock, aren't the window cards an integral part of the display? Do not they resolve themselves into silent salesmen? Are they not placed there for a specific, purposeful reason? And are they not put there to create or hasten the desire for the merchandise on display? Surely they're not stationed there to stand like so many sacks of sawdust, lifeless, listless, saying and doing nothing!

"To revert, then, to my original comparison, the difference between a good show card and a poor one is not unlike that between a mild-mannered, soft-spoken, clever salesman, and a poor, loud-mouthed, offensive-mannered clerk. Good merchants can readily recognize and criticize the good and bad qualities of their clerks and salesmen. And are not the window cards really window salesmen, if silent ones? Do they not beckon the buyer to stop and look and reflect, and perhaps subconsciously cause him to walk in and give the salesman a chance to put in his work? Granted that this is so, then why not give the preparation of the window cards the thought that it merits?"

"What, in your opinion," interrupted the writer, "are the essential requisites of a good show card?"

"The first requisite in 'writing' a card is to consider 'proportion.' Perfect composition, then, is but a natural sequence, if you use judgment in 'spotting.' Neatness is also necessary, but you must not become too mechanical lest you lose that desirable quality characterized by artists as 'bruteness.' Proportion, composition, proper 'spotting,' neatness—when you have all of these in a card, you get 'punch,' and this coincides with the convincing arguments advanced by a real live salesman.

"I have always advocated the use of a short, cryptic headline on a show card. Two short words are always better than one long one for this purpose. Under this should come a 'spot' of reading matter proportionately arranged and lettered small enough, with plenty of spacing to show up by contrast. If this method is employed, the proportion of the matter on the card appears exaggerated, and this is merely the result of a desired optical illusion, as it were. In this manner you get what is known as 'color,' and in order to get your 'gray,' you may use either a lot of thin lettering, widely spaced, or 'squatty' lettering grouped together.

"Instead of underlying and using large letters, you may obtain your accentuation by relieving the black with the gray. Then it becomes 'flat' in color, and therein lies the secret of color. Regardless of the color combinations used, the graduation of tone is obtained in the same way.

"Every card-writer should strive for simplicity, and it should be obtained solely by the lettering, and not by curves and 'snakes' and meaningless scrolls and flourishes. You may use plenty of color, but that should not necessarily make your cards 'loud.' Only relative colors should be used, colors that harmonize; and you can make a card fairly 'hum' and 'sing'—and, yes, even 'shriek'—without having to resort to any riotous or 'loud' colors.

"I have made it a practice not to follow any set rules of lettering, although, of course, I have acquired the fundamental principles in lettering. My work is also influenced to a material degree by the Spanish, German and Roman alphabets. I use elaborate lettering, and just where to tinge it lies wholly with your ability to understand where to 'spot' it. The trouble patently lies in the fact that too many card writers are prone to place the 'swing' on the wrong place on the card; it should fit as if it were expressly intended for its particular position. When lettering, I think not of the technical phrases of each individual letter, but of some correlated character or animal. To illustrate: When I make an 'S' I think of a swan, the graceful sweep of its neck, the beautiful symmetry of its form. An '&' brings to my mind the contour of a frog squatted on the ground, with a diminutive leg pointed at me in a wistful or reproachful attitude."

"From your observations is there any perceptible or characteristic difference between the cards used in the larger cities of the country?" was the next question of the interviewer.

"Most certainly," replied Mr. Treviso, "but only in so far as it relates to the aspect of the merchants in the respective cities. Too many cards that are to be found in stores throughout the East are—to use a homely simile—as like as two peas. They're too stereotyped, too plain; they lack character and interest and individuality. Yet each of those stores is extremely zealous in its effort to make its advertising intensely individual, and anyone who has made a close study of the subject is naturally at a loss to understand why a proportionate amount of thought and study is not expended on this important phase of advertising. You see both extremes—the ultra-conservative and the ultra-riotous, the latter variety reminding one of the advance poster used by circuses. Too many of the cards haven't enough 'brute' in them for the evident reason that too many of the card-writers are inclined to be virtual slaves to tradition and can't wrench themselves free from the time-tattered ideas and conventions laid down in years gone by. In their effort to get practical they become too stiff and funeral-like. They've dug a 'practical' rut for themselves that they can't get out of, or don't want to.

"Let me reiterate that the merchants in the various cities differ in their aspect of window display cards. In New York, for instance, you find the stiff, severe style, and some stores in their effort to become

'fancy' use landscapes and other fanciful effects that have no correlation. The show-card writers there are not impressionistic enough.

"Philadelphia, on the other hand, is loyal to the Benjamin Franklin style of lettering, using the so-called Postol alphabet in most instances. It is decidedly 'Quakery,' and is somewhat akin to the German poster style. In Philadelphia they also seem to favor short, 'squatty' letters.

"In Buffalo one is visibly impressed with the fact that the idea is to make signs out of the show cards. Comparatively crude color combinations are used accompanied by air-brushed shades to give the 'round' effect, and in some instances stenciled cut-outs are employed. Large letters are the rule and some use a scroll around the initial.

"Boston favors what I might term as a 'mid-eastern style' of show cards. It is, in many respects, similar to what is in use in New York, although modified to a great degree by the ideas that find expression in Chicago.

"In Washington—the hub of lawmakers—there seem to be no generally accepted laws in the handling of show cards. To one conversant with the varied styles now in use it is evident that in Washington the cards represent the ideas expressed in New York, accentuated to a degree by an attempt at Washingtonian originality.

"And now we come to Chicago. The 'flashy,' bulletin-like card seems to be the rule and not the exception. Landscapes, too, are prominently pictured in almost indiscriminate profusion. I am glad to say, however, that there are some notable exceptions in Chicago. Marshall Field & Co., for instance, almost invariably use a neat white card with the initial in gold and the lettering done in a style that closely resembles sign-writers' Roman. This makes a very effective and decidedly pleasing card.

"Denver, I regret to say, is a very poor imitation of New York, in so far as show cards generally are concerned. However, one or two stores there have made a commendable effort to create a different style for themselves, and in these isolated instances the difference is most perceptible, and I imagine most profitable.

"In Salt Lake City the white card with turkey-red headings seems to be in universal favor. Plain capitals are used and the prices almost invariably are indicated in red. The cards usually have a tinted background.

"Show cards in San Francisco have shown no basic or material improvement in the last fifteen years, in my opinion. 'Railroad board,' dark colors and fancy initials are most common. The air-brush is just beginning to be used there, and, then, too sparingly. Around the initials may usually be found a dark red scroll with an orange 'high-light' and flowers, foliage, etc., in abundance. The so-called bulletin style seems to be most favored, although all the alphabets in use are practically the same and the lettering in many instances is too large, proportionately, for the size of the card.

"In Portland one finds cards with air-brushed headings and an occasional cut-out. The lettering used is too large, the upper and lower case of the Egyptian alphabet dominating most cards.

"The styles used in show cards in Seattle are somewhat similar to those in Los Angeles, but admittedly do not come up to the Los Angeles standard. It has come to be recognized as an accepted fact that in recent years Los Angeles has advanced more rapidly in this connection than any other city. There are a number of reasons for this. In the first place, it has resulted in some measure from the insistent demand of Los Angeles merchants for something different—something intensely individual. And the card-writers, with but few exceptions, have been privileged to drift away from the stereotyped styles. As a matter of fact, they were virtually compelled to, in order to give the merchants that something different. It is rather a characteristic fact that most of the card-writers in Los Angeles look to the German, French, Spanish and Italian art magazines for inspiration, and study these so that they may develop styles of their own that will show this foreign influence. Los Angeles is a big town also for window posters, striking examples of which may be found in quite a number of the local stores. It is interesting also to note that Los Angeles is the first city in which original theatrical posters were used in theatre lobbies, a fruitful idea that is being adopted by theatres all over the country."

It is clear from Mr. Treviso's observations that all merchants must sooner or later front this show-card problem; must study it and give the show card its just due, both in its preparation and execution. Too many of them give but little thought to the preparation of copy for the show cards. Too many of them indulge in bombastic generalities that say nothing—and mean less. Every card used in a window display should be of some specific suggestive value. Almost as much, if not more, time should be expended on it, as if it were an ad. in a local newspaper that was to occupy "preferred" position.

And in the final analysis, it should really be an ad. occupying a prominent position in the "newspaper" of window display. The principles of psychology should enter into its preparation, just as in advertising. It should please the eye and stimulate the desire or imagination. There should be some human interest about it.

When Belasco, or any other master of stagecraft, sets a scene in a play, he has the attention-spotlight, so to speak, focussed on the logical, dominant character in the scene. So why hide the show cards? Out into the light with them!

Says Price Cutting Practice is on the Wane

Sir Joseph Beecham, Who Spends Half a Million Dollars a Year in Advertising, Expresses This Opinion After Two Months' Tour Through Canada and the United States — Predicts Return to Smaller Advertising Space.

THE HEAD of the firm which makes Beecham's Pills, Sir Joseph Beecham, made a two months' trip through Canada and the United States recently. Beecham's Pills are among the best advertised lines in the world, and Sir Joseph keeps closely in touch with that phase of the business. Accordingly, he is closely in touch with advertising developments and during his tour he studied conditions on this side of the Atlantic closely.

He found among other favorable features, that price-cutting is on the decline in this country and in the United States. This opinion he expressed succintly in the course of an interview with Printer's Ink.

"Another tendency which is very marked," continued Sir Joseph, "perhaps more marked to us coming from abroad than to you in this country, is the change beginning to take place in your merchants' attitude in regard to price-cutting. I am aware of the recent decision of your Supreme Court in the Sanatogen case and the effect this is presumed to have on trade-marked and patented articles, but whatever this may be, and whatever legislation if any, may be secured to protect the owner of a patent or trade-mark, the general tendency among retailers in the drug line is away from extreme price-cutting and advertising on that basis.

"This is equally true of the large department stores and the chain stores. There are severe price-cutting wars going on between different chains and stores in the country, but there has always been more or less of that, whereas, on the other hand, I hear talk among the retailers such as I had not heard before on my previous trips through the country, that bargain offers fail to attract as an advertising appeal. The American public has become both skeptical and overwise, just as it has in England.

"The Boots' chain of 600 stores in England was built up on a price-cutting policy, but to-day it is trying very hard to keep the practice within bounds. It cuts to a ten or fifteen per cent. profit on standard goods, but it will not cut to cost, as it formerly did, to make a 'leader,' unless it is forced to do so by the competition of other local stores. It will always meet a sharp cut, but it will not try to go under it.

"There is a sound reason for this. The chain stores and other large stores have found it impossible on the whole to dislodge the small stores, and when they see a turnover of, say £5,000 without a penny's profit, they do some hard thinking.

"The small store, on the other hand, is learning not to cut prices too deeply because it has found that the big store will meet the cut, and that the cost price will thus become the permanent price for the article in question.

"For these reasons the big store is desirous of getting as far away from price considerations and putting competition instead on a basis of service to the customer. And the small store is perfectly willing to follow.

"This condition, of course, while not wholly protecting the national advertiser, is much more to his advantage than is a free-for-all, cut-as-you-please market. It offers more permanency. It seems to me that conditions are shaping up here in America that way."

SMALLER SPACE ADVERTISING.

Sir Joseph further expressed the belief that the department stores would soon begin to reduce the space they use in newspaper advertising. After commenting on the way the mammoth ads. of the big stores affect the user of modest space, he said:

"There is nothing we can do to offset it that I can see. We shall keep on advertising and await developments. I do not understand how the department stores can keep up this heavy advertising indefinitely. A great deal of it is competitive advertising and hence uneconomical. I believe also that with the growth of the tendency away from price cutting, the present immense size of the department store advertisements will decrease. I think this would be a good thing if it would not at the same time widen the cost of space. I do not believe it would, because doubtless there are many not now advertising who would do so if they felt they would not be smothered by the huge department store ads."

Demand for Small Cards

It is a fact that many merchants who have small display windows demand small cards, using perhaps two or three; and were they to use one fairly large card, in proportion to the size of the window, of course, the effect would be materially enhanced. A "landscape card" in a tall window also looks out of place, because you then lose the vitally necessary sense of proportion. To get the proper effect, show cards should be viewed from a considerable distance, not near, the idea being that there should be sufficient magnetic force about the card to actually compel you to look at the window.

A Review of Mid-Season Overcoat Styles

Retailers Agree That Chinchillas Reign Supreme — In Shades, Grey Seems to Lead by a Small Margin—The Shawl Collar is Accepted—"Fold Cuff" is Being Introduced.

AMONG overcoats in the Fall of 1913 the chinchilla reigns supreme. This is the verdict of every retailer questioned by The Review. There are all grades of chinchillas and the cheaper lines, some of them far-away cousins of the real chinchillas, are likely to prove disappointing after the surface has come in contact a few months with some body harder than itself, for it is prophesied, by sad experience that nothing will be left, in spots, save the warp. And, for good looks, it must be of a retiring disposition.

But the real chinchilla, that lovely, soft, wooly, warm weave; that thick softness that could not take a chill even in temperature of —40;—ah, there's the coat!

In shades, grey seems to lead the blues, with browns a fair third. "A very strong lead," reports one. "An easy first," another, in speaking of greys. A bronze green is also a fairly good seller, perhaps exceeding browns.

When it comes to styles, the shawl collar would appear to have it. Some of these are made by individual makers in very graceful lines, the soft roll harmonizing with the soft texture of the cloth. This collar is ousting the convertible collar that adorned the heavy tweeds of last Winter. It can be buttoned up fairly close in extreme cold or stormy weather, but has not the strap that passed across the throat or even over the mouth, nor that high 6-inch collar effect, that was certainly a comfortable introduction to early morning walks or drives in January and February. This latter combination, it may be remarked here, has not been lost, but is found chiefly in heavy tweed ulsterings, for very cold climates as in parts of Western Canada, and motoring. The collar, a deep convertible one, is known as the "Blizzard resister."

The chinchilla ulster has one more feature that is being pretty generally held to by most manufacturers: instead of the strap on the cuff of the sleeve there is what is commonly called a "fold cuff," which does not go all way around and is about 2½ inches wide.

So far as general design is concerned, the backs are made in the "belted" or half belted" effects, with the latter as the more popular, that is cut in half by a button, whereas the other is in one piece and unattached at the centre. For younger men the coat is more closely fitting than for the older ones.

Along with chinchillas, Shetlands are having a fair run and tweeds, particularly Harris tweeds. The Shetlands are objected to by some on the same ground as the cheaper lines of chinchilla, that the "hairy" effect is in the nature of a veneer that is likely to wear off too quickly. As a buyer said, you have taken the surface out of the cloth and you can't get it back again—nor will it remain more than a year or so in its present condition." In Shetlands, browns appear to be as popular as ever.

In addition to the chinchillas, Shetlands and tweeds, there are the Chesterfield materials, black and dark greys and the meltons, always staple goods.

The coat mentioned in last month's issue, the Guards, is also a popular line for young men. It is a shorter coat than the regular ulster, and has an inverted pleat in the back and one-piece belt.

While speaking of the ulster, it should be noted that a common sense practice is coming into effect in the ready-to-wear goods, thus meeting one long-standing advantage of the made-to-order. This is an attempt to regulate the length of the coat. It has too often happened in the past that a coat for a short man was too long, and a coat for the long man looked skimpy in length as most were made on the one model. Now they are being graded. There are (1) The young man's ulster, rather shorter and of closer fit; (2) The short and stout men's, and (3) The tall man's. The one standard for all styles will soon make its farewell appearance in makers' workrooms.

A coat, made of coarse tweeds, that is making a place for itself in Canada is built on the lines of the English opera coat. It has the narrow, sloping shoulders, sleeves with very wide armpits, attached far down along the side, and fastening close to the throat. Around the skirt it is very loose, almost enwrapping the form twice. The advantages are its roominess, warmth around the throat and ease in putting on and off, with the big sleeves. The cuff of the sleeve can be turned down to fit closely around the wrist, keeping out the cold. This is being called the "balmacoan" in imitation of the English opera coat. The latter is also taking well in Canada.

One more style of coat should not be omitted: it is of American origin and is built on the lines of the Newmarket, a close-fitting English coat. It lacks the seam at the waist, however, and is in one piece from the shoulder down the front. In its fit-the-form cut it is looked on as rather extreme, and there has been a disposition to reject it.

The old-time friezes are being limited pretty much to uniform coats these days, drivers, chauffeurs, etc., occupying much the place of navy blue as an overcoating.

Regulation of Credits

Continued from page 79.

before giving out goods, which are the equivalent of money, of assuring himself that he will not lose thereby?"

USE OF PERSONAL JUDGMENT.

This system is intended only for comparatively large stores where trade is done with a shifting population. Obviously it would not be necessary in a small place where the merchant knew every man in the place, their exact standing, prospects, antecedents and habits.

In the case of the small store, the merchant can regulate his credits by personal judgment without any such system. That there is a great amount of laxity in this respect, however, is a fact which will not require proof.

In basing one's judgment of a customer's financial soundness and honesty no rule or set of rules can be followed. It is largely a matter of opinion. The merchant who knows the people of his neighborhood should not often make a mistake.

Efficiency and Salesmanship Instructor for Retail Establishments

If you desire my services would advise making necessary arrangements now, as I can only fill very few engagements in one year.

My work includes re-organization in methods and system all through the store from the buying end to the parcel desk, installing modern ideas which are in force in the largest and most progressive establishments in United States and Canada. My last engagement was with Smallman & Ingram, London. Ask them what they think of my work. I am a graduate of the Economist Training School. If you are interested in making your store more efficient in every particular and in making your clerks better salesmen, write to-day to

G. P. IRWIN

45 W. 38th St. New York, N.Y. U.S.A.

John Wanamaker says that advertising doesn't jerk — it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

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Condensed Advertisements

CANADA—AGENT REQUIRED FOR THE sale of Scotch Milled Gloves, Homespuns, Tweeds and Steamer Rugs, to the jobbers. Apply, giving full particulars to the Strathbogie Woollen Co., Huntley, Scotland.

ADVERTISER RESIDENT IN LONDON, with 20 years' experience in the shipping trade, and at present engaged as buyer for an important Australian and New Zealand firm of export merchants, wishes to negotiate with a soft goods house in Canada, desiring a buying representative on this side. Thoroughly acquainted with the best markets and highest references given. Write Box 109, Dry Goods Review, 88 Fleet Street, London, Eng.

EVERY DRY GOODS MAN SHOULD STUDY our new course in salesmanship. It will give you new power, increase your business and prove the best investment of time and money you ever made. Write us about it. Address Shaw & Edwards, care of The Shaw Correspondence School,, 393-7 Yonge St., Toronto.

Circularizing the Dealer

¶ "I had not made a personal investigation of the retail situation for a year or two," said an agency solicitor and service man, "and I thought I would go out and get a line on it as a help to preparing a trade circular.

¶ "And what do you think I found? Why, some of the retailers I saw were getting fifty and sixty circulars a day! The worst was in the grocery line, but the drug line was almost as bad. Read them? What a chance! Nine-tenths of them went to the floor and were swept up unopened.

¶ "I have had some experience as to the waste of dealer literature before, but the condition to-day surpasses anything I have ever seen. It has grown much worse in a single year. There is no doubt about it, the dealers are being frightfully over-circularized."

¶ If that is so, and of course it is, what becomes of the specious claim of "exclusive attention" made for the trade circular or prospectus? What sort of impression does the retailer get of national advertising when he sees, daily, this enormous waste of advertising effort, and compares the inflated claims of many advertisers with respect to consumer advertising with their failure to get a hearing from him, the very first milestone on the way.

¶ Multiply this waste of trade circulars by their cost, both in postage and printing, and then draw a direct comparison with the same message when put through the columns of the trade press, the standardized medium for reaching the dealer. Of course, the efficiency of the trade papers in different industries varies; but as a rule there is at least one first-class medium in each field.

¶ There are several good reasons, aside from cost, why the trade circular should not be thoughtlessly used, and why advertisements to the trade should be made preferentially in the trade press. One of these reasons is that the trade press represents an organized attention and medium of publicity, comparable to a clearing-house or public market. At a certain stage in the development of an industry or business, it comes almost automatically into existence to economize the effort and cost of doing business previously being done in an unorganized way. So far from having its publicity-power weakened by the increase in its advertising pages by the apparent increase in competition between advertisers, the very reverse is true. Because with the growth of size goes the growth of income or means of improvement, and with improvement prestige and power. From either the retailer's or the advertiser's point of view, this condition is ideal in that it fixes the time, the place, and, as far as possible, the character of the advertising appeal. It makes an appointment with a high percentage of the paper's readers, and if it has a real message to deliver, keeps it.

¶ Dollar for dollar, effort for effort, idea for idea, the opportunities for cashing in are much greater in the trade press than in the trade circular. Some advertisers talk of putting more ideas and more power into their trade circulars to lift them out of the ruck and give them a better chance at the retailer's attention. Why not put the same time and effort into the trade-paper copy?

—Editorial, Printers' Ink, November 6, 1913.

THE CAP THAT'S SELF-ADJUSTING

THREE SIZES IN EVERY CAP

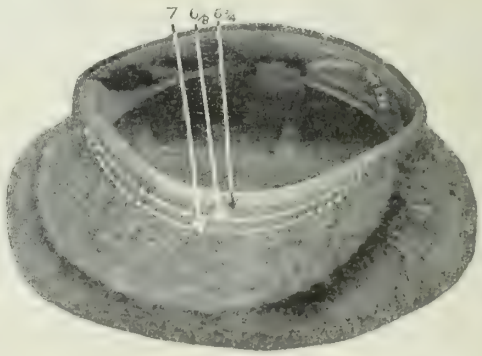
The Cooper Cap

—*the Fit-Eze*

You no doubt have been up against the proposition of trying to fit a number seven head from a stock fertile with every size but the one your customer wanted. It's the same old "two and six pence" that has caused the cap salesman trouble since caps were first invented, that necessitates carrying three times too much stock, that shows a loss at the end of the year from having to sacrifice on odd sizes.

THE COOPER CAP STOPS ALL THIS.

Every cap will adjust itself to fit three sizes of heads, thereby cutting down your cap stock about two-thirds and ensuring more sales. This is the well known Windless Cap, worn all through the country by automobilists, guaranteed to stay on against any wind. With the Cooper Cap you are seldom out of the size required.



We are the originators and sole manufacturers of this cap in Canada, having sold the patent rights for the "States." Every cap is guaranteed to be replaced by a new one if defective.

Write for samples.

On Jan. 1st we will show an exclusive line of nifty tweeds and classy styles for next Fall and Winter. Wait for our representative. It will pay you.

THE COOPER CAP COMPANY

260 Spadina Ave. TORONTO